

ELECTRICAL MERCHANDISING WEEK

MAY 23, 1960

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

20% Of His Market Is All He's After

But for dealer John Couse, Palm Beach, Fla., that 20% is the group that will pay for "quality" central air conditioning jobs. Secret of his sales approach: He lets customers know exactly what they're paying for—even his own markup. *see page 17*

What Did They Say At the Parts Show?

Plenty. And most of it was about the Hitachi color TV set unveiled for the distributors in Chicago. Other topics: A four-band German radio, Sony's sleek stereo tape deck. *see page 2*

Behind Private Label

In offering stock to the public last week, Marquette Corp. gave the industry a good look at what goes on behind the scenes in a private label operation. *see page 8*

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THE YEAR'S BIG FOR TV AS...

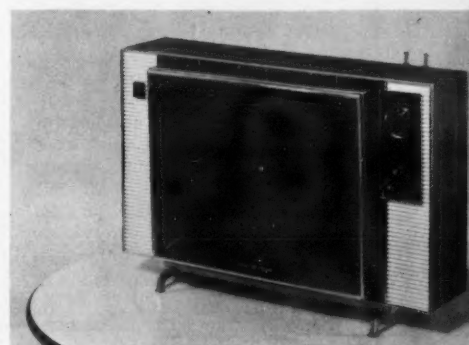
The New Lines Begin to Break

G-E: BIG PLAY FOR 19'S

With but two full lines released so far, it already appears that the new 19-inch tube will have more dramatic effect on the fall TV mix than anything since portables.

G-E, for instance, which played the 23-inch softly last June, has leaped into the 19 deep enough to verify rumors that the 19 would bring back table models as a full-fledged category. G-E's 19-inch table model series (see picture, right) with flanking, out-front speakers starts at \$209, has an ultra-square look and a parlay of stepups—which is the name of the game this year at Syracuse. Spokesmen there

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RCA: NEW STYLES FOR COLOR

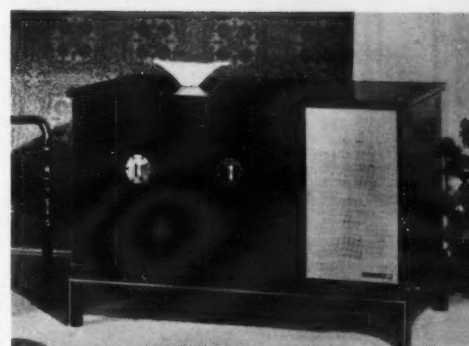
Across the nation last week and this week, distributors and dealers were looking at RCA Victor's new color television line.

RCA said it was the first time distributors had brought along leading dealers to a new line introduction. They saw 13 models.

A quick inspection revealed that RCA had introduced a wider line of furniture styling, running from French Provincial to Oriental (see Wynnewood in picture, right), with stops along the way at Danish Modern and Early American.

And there was a complete home entertain-

Continued on page 8



MOTOROLA: A 19-inch Transistor Portable And A 'New' Kind of Console

The happy figure Ed Taylor presents at left is wholehearted and genuine. Taylor is displaying what his factory prosaically calls the 19P1. It's a portable television set that has no tubes except the picture tube and that may be played anywhere there's a signal on its self-contained power source—it's a battery, but Motorola calls it an energy cell.

Transistor TV is here, and the 19P1 is the harbinger of eventual good tidings in terms of trouble-free, clean-pictured sets for the future. That's the Motorola pitch.

Bringing to market a battery-powered transistor set is not a mere stunt, as when Motorola stole the show with a hand-built model at the Markets a couple of years ago. Nor is this set quite in the class with the Philco Safari, last year's sensation that actually hit the market.

This time it's a full-size tube. And a full-size picture. And a price that, while not bash-

ful, is not completely out of sight. Motorola is going to market at \$275 for the 19P1, whose healthy price does not include the battery—that is, the energy cell—which will go at \$88. (One wag stated that the \$88 price tag made that battery into an energy cell.) Also, Motorola expects that most 19P1's sold will retail at close to that, as there isn't enough margin to chop prices much.

This time, it's a full-size marketing plan, too. Ed Taylor says he pegs sales at "tens of thousands." In the past several years, Motorola has been notably modest in predictions for sales of new merchandise. Initial factory expectations for "suitcase stereo" for example, were about 7,000 units—before the year was out they had sold way over 50,000. The move into Drexel furniture styling was likewise unheralded, relatively, and successful, relatively.

Continued on page 7





HERE'S A GLIMPSE inside one of the elaborate new buildings in Dallas.

They Came to Gape in Dallas

Buyers from throughout the Southwest flocked last week to the area's first major toy show. But the oh's and ah's went more for the giant, new Dallas Trade Center than for the toys, for booming Dallas has what boosters describe as "the fastest growing market center in the nation."

The toy show drew the trade to the giant Trade Mart, principal structure in a mushrooming complex of buildings. Developed by a group of investors headed by Trammell Crow, the Dallas Trade Center includes five buildings, completed or under construction, representing an investment of more than \$35 million. Buildings and parking areas cover approximately 100 acres, with at least 100 acres still available for future development of the center.

Crow has announced that his plan is "to give Dallas and the Southwest the most complete one-location marketing center in the nation."

First building in the center was the Dallas Home Furnishings Mart, opened in July, 1957. The 424,000-sq.-ft. building has 175 showrooms and some 300 furniture lines.

Second was the Trade Mart, opened in February, 1959, and doubled in size—to one million square feet—by February, 1960. The grand courtyard of the \$18 million Dallas Trade Mart is probably the most unusual of any market building in the world. Longer than a football field and four stories high, it is completely enclosed, temperature controlled, and lighted by the sun. Graceful suspended bridges cross the courtyard on each floor.

The courtyard is dominated at one end by a gazebo, with a surrounding rustic pool and patio. Growing trees and flowers and free-flying birds create an outdoor atmosphere. At the other end of the courtyard is a \$35,000 lighted, domed fountain, 35 feet in diameter and composed of three systems for

water patterns. The weary buyer can enjoy a lunch or coffee break in a sidewalk restaurant surrounding the fountain.

Forty manufacturers of small appliances exhibit in the Trade Mart; 10 radio and hi-fi manufacturers are in the Home Furnishings Mart.

In January, 1960, a gas appliance center was opened in the Trade Mart. This is a permanent showcase for the gas industry and is the only year-around permanent display of its kind in the country. The center includes 25,000 sq. ft. in which 24 manufacturers of gas appliances maintain showrooms.

Two manufacturers of electric ranges exhibit in the Home Furnishings Mart.

In February, construction was started on Market Hall, a 70,000-sq.-ft. building designed expressly for trade shows. This will be the fourth major unit of the center and will cost around \$700,000. Completion is scheduled for July 1. The building is designed so it will be expandable to 600,000 sq. ft. of exhibit area.

Also under construction adjacent to the Market Center is the resort-type Marriott Motor Hotel, which is said to be the largest motor hotel in the world. Originally planned to include 300 rooms, plans have been expanded during construction to 600 rooms, plus restaurants and meeting halls.

In the fall of 1960 construction will begin on the fifth major building in the Market Center. This will be a \$9 million, 10-story Construction Materials Mart, which will contain more than half a million sq. ft. of display and office space for the construction and appliance industries. Special attention will be given to display of built-in appliances during the several home shows planned to be held each year.

The Market Center is located three minutes from downtown Dallas and five minutes from Love Field via a recently completed eight-lane freeway.

Beep . . . Boop . . . Beep-Beep, It's Fedders

. . . on the Monitor radio network program where the air conditioning manufacturer is sponsoring long-range weather forecasts. Fedders sponsorship began last weekend.

The company expects to cover 17 million listeners with 200 stations in its first venture into network radio advertising.

There will be 10 segments of Fedders time on the magazine-format radio show each weekend, for six

weeks. The segments break down to four seven-day weather forecasts each weekend, three sultry "Miss Monitor" announcements on coast-to-coast weather conditions and three editorial interviews on air conditioning.

Fedders has an angle for the dealer in the programming during the last weeks of spring when consumers can be enticed to buy: There will be 12,000 local tie-in spots.

Parts Distributors Glimpse Hitachi's Color Television

"Sure I'll buy it—if the price is right and if I can find some place to put it."

That was a typical reaction to the 21-inch, Japanese-built Hitachi color television set unveiled at last week's Electronic Parts Distributors Show in Chicago.

Interest in the massive unit ran high if for no other reason than this is the first Japanese color set shown in the United States and most buyers wanted more information than the importer—the Sampson Co.—could provide. Sampson people couldn't quote a firm price except to say the receiver would be competitive with RCA's "Mark" series. And they were pretty vague about availability, although President Bob Sampson said the unit probably would be on the market in limited quantities this fall.

The set's quality impressed many. The color, for instance, is at least as good as anything made in this country—perhaps a shade better. The chassis is vertical and side-mounted, which Hitachi says will make it easier to service.

One drawback could be its size. It's big—roughly 42 inches high, 38 inches wide and 25 inches deep—and it weighs about 135 pounds. That makes it bulky for the average living room, even though it should be a bit smaller when it reaches dealer hands. It can't shrink too much, though, because of the three big speakers which will enable Hitachi to peg the unit as a "high-fidelity color television set."

Because of this bulk (it cost Sampson about \$45 apiece to ship the two display models from the factory to Chicago), the chassis probably will be assembled in Ja-

pan and the cabinet added here.

Other Hitachi products also drew crowds at the show. These included a cigarette-pack size, six-transistor portable radio with a two-inch speaker, pegged to retail at \$29.95. Slightly larger, at \$49.95, is a seven-transistor, two-band portable which offers either marine or shortwave bands plus the standard broadcast band.

Also new from the Japanese company was a two-speed, transistorized portable tape recorder which operates on four flashlight cells. Price of the unit, with microphone, earphone, leather case, is \$129.95.

The Sampson Co. displayed some German imports too, including the four-band, transistorized "Akkord Pinguin U60" portable radio. The four bands are AM, FM, marine and shortwave. The unit operates on four flashlight cells, has a seven-inch speaker, will sell for \$129.95.

Foreign products were common at the Chicago show. Sony of Japan—which already makes a battery-operated, portable television set—popped up in the hi-fi field with a sleek-looking, two-speed stereo tape deck, priced at about \$350. The Italian Bryon line featured two tape decks, two tape recorders and two phono decks, all at low-end prices.

The tape controversy, although buried at the Parts Show, was promised a thorough airing at next July's Music Merchants Show, also in Chicago. Minnesota Mining's new one-eighth inch tape will be shown by Zenith at the July show and Ampex, which still favors the wider tape in reel-to-reel form, promised some important announcements.



SEATTLE LETTERHEAD shows how similar medallions were used there.

. . . Who's Got the Medallion?

The fact of the matter is that there's now a Medallion Home Program and a Medallion Home Products Corp.

One's in Seattle, Wash., the other is in New York. One's a factory agent in the electrical field, the other's part of a national promotion program sponsored by NEMA.

How much longer this will go on is anyone's guess at the moment.

One thing is for sure. NEMA's Laurance C. Messick (New York) is interested in talking to C. V. Warren (Seattle) about medallions.

The Seattle company has been using the name of Medallion for about four years, according to Warren, the general manager.

Warren said he began using the name about the same time as General Electric. Developed as part of G-E's Live Better Electrically pro-

gram, the medallion eventually was turned over to NEMA while LBE went to Edison Electric Institute.

While the Medallion program was in its exclusive custody, G-E spent \$10,000 a year policing the program. But that's NEMA's responsibility now and Warren says he hasn't heard from the association.

Operating Medallion only in the Pacific Northwest, Warren also handles products through the Universal International Sales Corp. Early in May he sent out publicity on a fully transistorized miniature portable tape recorder on Medallion Home Products Corp. stationery, but asked interested parties to contact Universal for information.

The Japanese-made tape recorder will be handled directly by Universal International. There will be no tie-up with Medallion, Warren said.

REGIONAL ROUND-UP:

Tricky weather, a shifty stock market and some consumer caution—EM Week found all these were blamed for the erratic sales last week.

EAST . . . BOSTON—Most dealers were still moaning about slow business last week. Though sales were currently not drastically under last year's, they were under expectations for a soaring spring quarter.

Brightest spots were portable radio and TV—moving now as price-conscious vacation planners look for "portable entertainment."

Rather cool weather for this time of year was retarding the sale of air conditioners and power mowers, off to a good start early this spring. Introduction of the new two-door refrigerators, low-end models, met with such success that they reportedly are in short supply in some areas.

Promotion money from some distributors and manufacturers has been showing indications of drying up locally, leading to some curtailment in retail advertising.

A prominent retailer, who prefers anonymity, saw a strong connection between cautious consumer spending and the recent stock market decline. He feels that new ways must be found to wean the public from a potential recession psychology which is beginning to hurt business.

Lechmere Sales has hit the local market with a large-scale promotion pitched to its winning the appliance store Brand-Name Retailer-of-the-Year award from the Brand Names Foundation.

Samsons Warehouse hopes to tap the large vacation market in the area with a "trade 'n

save" promotion on used refrigerators. Samsons' ads for new refrigerators carry a price list for "guaranteed used refrigerators" which should appeal to the hundreds of summer cottage owners. Year-round residents are invited to take advantage of big trade-in deals.

SOUTHWEST . . . HOUSTON—Housewives here aren't impressed with fancy new deluxe model washers. They'll take the standards, plain vanilla, no cherry. Jim Hulme of Hulme's Appliances, says one major distributor found it necessary to give "under the counter discounts" to move the jazzed-up models.

In general, prices were continuing soft and discount houses with "unbeatable bargains" were offering best buys. The independent dealer was worrying about the invasion of radio-TV markets by big tire firms in the area.

Both Ralph Sprinkle of the Lack's chain and J. C. Grissom of Western Auto were concerned over the refrigerator slump.

While big chains reported steady volume, appliance parts dealers like Jeff Bartlett of Southern Electric Supply said volume is increasing at a steady rate.

SOUTH . . . ATLANTA—Smaller dealers reported white goods led the field during the past three weeks. Department stores were seeing fair movement all over the floor but nothing spectacular in any one line.

The appliance market in general was turning up after a wishy-washy April. Some dealers said May sales were up as much as 15% over April.

W. L. Sharpe, kingpin independent dealer, says his laundry items were moving strong, TV not far behind. Sharpe, almost alone among dealers here, reported this year's business so far up 10 to 12% over the first five months of 1959.

A regional laundry and refrigeration promotion by RCA Whirlpool has helped its dealers push those two items. Whirlpool also noted that air conditioning was beginning to move now that an unusually cool spring has apparently given way to normal mid-May weather. Surprisingly, the trend is to 2-ton units. William L. Thompson, regional sales manager, said volume of 2-ton units is up 15% over last year at this time.

Washers and refrigerators were running strong at Haverty Furniture Co.—up about 10% with no special promotion. Portable TV also was selling well at Haverty, but table and console TV hadn't moved in quite a while.

NORTH CENTRAL . . . BUTTE—Appliance dealers here were still talking—but not agreeing—about what the recent six-month copper strike has done to retail business.

In the department stores, some sales managers were blaming poor weather for slow refrigerator sales. But out of town, prices were continuing to soften in all lines.

G-E dealers, on the other hand, seemed to be weathering the economic storm quite well. They were selling 1960 equipment by the carload.

Several spring promotions around town were moving goods despite un-spring-like weather. A Philco dealer was building traffic by offering a middle-of-the-line washer and a dryer for the price of either. George Steele & Co. got results with a special re-deal promotion, and Burrs indicated that quality goods were best promoted by their firm.

WEST COAST . . . LOS ANGELES

—Erratic buying habits of consumers here were causing dealers much puzzlement. A few days of slump were inevitably followed by a boom and another slump, and so on.

At any rate, the roller coaster kept dealers optimistic in the face of a disappointing market—about 3% off the 1959 rate.

Early hot weather here was taken as a good omen, and there were some encouraging signs in white goods. Refrigerators, for instance, were up about 5% last week, even though TV was down about 7%.

For some reason, customers were obviously avoiding the middle-priced models across the board. Top-of-the-line was selling better than expected. For example, color TV was clipping along at a rate 10 to 15% higher than last year. Refrigerators with a bottom freezer, priced at \$380, were outselling double-door jobs marked at \$330.

Brooker Speaks For True Innovation, Not...

. . . just yearly and useless change-for-sales-sake. Before the National Appliance Technical Conference last week in Mansfield, Ohio, Robert E. Brooker, president of Whirlpool Corp., called on engineers to help the appliance industry eliminate the pressure for yearly model changes.

Defending "planned obsolescence," Brooker was careful to point out that he meant "the introduction of a continuous parade of product improvements . . . those which ultimately benefit the consumer." He exhorted the engineers to concentrate on commercially marketable projects and cooperate with sales and market research in long-range planning. Planned obsolescence of this type, he said, is "our best guarantee of a solid, stable industry."

Two other opportunities for better growth must not be overlooked, Brooker cautioned. First, the industry must promote the multiple use of high-saturation products. Second, industry-wide cooperation is needed to realize the full potential of new products.



A New Way to Compete with Electricity

IT'S A GAS-LIT commercial sign introduced by Arkla Air Conditioning Corp. of Little Rock, Ark., which believes the new sign is the first commercial gas sign ever developed. The company says the sign is a potential load builder for gas companies. Frosted glass panels enclose row of gas burners.

THIS WEEK'S COLOR TV

MONDAY (All Times E.D.T.)

6:30 A.M. (NBC) Continental Classroom (Monday-Friday)
11 A.M. (NBC) The Price Is Right (Monday-Friday)
12:30 P.M. (NBC) It Could Be You (Monday-Friday)
7:30 P.M. (NBC) Riverboat

TUESDAY

8:30 P.M. (NBC) Startime
9:30 P.M. (NBC) Arthur Murray

WEDNESDAY

8:30 P.M. (NBC) The Price Is Right
9 P.M. (NBC) Perry Como

THURSDAY

9:30 P.M. (NBC) Tenn. Ernie Ford

FRIDAY

8:30 P.M. (NBC) March of Medicine
9:30 P.M. (NBC) Masquerade Party

SATURDAY

10 A.M. (NBC) Howdy Doody
10:30 A.M. (NBC) Ruff & Reddy
7:30 P.M. (NBC) Bonanza

SUNDAY

8 P.M. (NBC) Music on Ice
9 P.M. (NBC) Chevy Suspense Show

Housewares Exhibit Move? It's Fine, Say the Buyers

Most housewares merchandisers think the decision to move the location of the mid-year National Housewares Exhibit is a fine idea. They expect to have just as hot a time in Chicago in 1961 as they always had in Atlantic City. Because the new Exposition Center in Chicago is air conditioned and large enough to hold everybody, they expect to keep cool as they work up a fever running around to check the latest developments.

But not everyone agrees with the National Housewares Manufacturers Assn. that more people will find it easier to blow into the Windy City for the July 10-14 show next year than into Atlantic City, this year's traditional site.

"Personally," said John Landonne, a buyer for Macy's, "I think the move to Chicago stinks. I won't be able to take my wife because it's too far, and, besides, what makes Chicago so attractive in July? Sure, the exhibit hall is air conditioned. But Chicago isn't. On the other hand, though, I do see the value of the location for the smaller stores, and I'm glad it's not going to be at Navy Pier."

To a few people, it doesn't matter where the show will be—they aren't going in any case.

Henry Silver, owner of Western Distributors in Los Angeles, complained that "with the small margin manufacturers allow us, it's not

worth the investment to attend the show in either Atlantic City or Chicago. As for the new products, we can wait for the salesmen to come around with the literature. As for new brands, we wouldn't take a chance on them anyway."

Applause from the majority of businessmen in the housewares industry greets the move. Here are some samples of what EM Week heard from around the country last week.

"Atlantic City was more convenient for us, but to offset that, we expect bigger and better attendance in Chicago."—Al Bross, vice president of Shetland Co., Inc., Salem, Mass.

"Wonderful!"—Sam Fingrut, Everybody's Supply Co., Philadelphia.

"From our standpoint as manufacturers, we think it's good on a national scope."—The Capitol Products Co., Inc., Winsted, Conn.

"Atlantic City was one hard show to work, considering both location and transportation."—M. W. Darden, housewares manager and buyer for Huey and Philip Co., Dallas.

"Not too many of the boys took advantage of the beach, anyway, and I think we will have more people coming to visit us in Chicago. So the results will be better."—Irwin Rosensweig of Marlun Mfg. Co. in New York.

"I was at the summer show at Atlantic City two years ago and

But It Won't Be Quiet In the East in 1961

Removal of the annual Housewares Show from Atlantic City to Chicago next year was countered by announcement of two shows scheduled for New York next summer.

A. B. Coffman Associates, Chicago, plans to hold a show at the Coliseum Aug. 7-10, 1961. It will be called the New York Housewares Show.

Hub Erickson of Coffman Associates said plans for the show were ready before Independent Housewares Exhibit Inc. announced its intention to run a New York Show in August. He said the Coffman show was designed to "fill the void" created by the move from the traditional Atlantic City site to Chicago in 1961.

met only two other buyers from the West Coast. Transportation was very inconvenient because there was no direct plane service to Atlantic City. With the move to Chicago, I think there will be better representation. I think I would have attended last year if the show had been held in Chicago."—Beatrice Heller, buyer for Certified Appliance Distributors in Los Angeles.

Independent Housewares Exhibit Inc. directors apparently concur with the industry consensus. For the first time their mid-year show will move to Chicago in the Morrison Hotel from July 9-13, 1961.

According to Jules Karel, show manager, "The decision will bring out the largest mid-year exhibit ever."

Private Labels... Or Brands?

The private label side of this age-old merchandising debate had a new member last week. Fedway Stores announced plans to take part in the private label electric housewares program of Associated Merchandising Corp. On Fedway shelves will be irons, toasters, percolators and frying pans.

Who was making the electrics? Fedway officials were mum. Fedway said the electric housewares would be optional with the stores in the organization. Prices will also be a local responsibility. The stores are a division of Federated Department Stores.

The Fedway announcement was another indication that private brands are on the rise. Their retailing advantage is that they may provide a method of competing in a market where price-cutting of brand names has been constant.

But not all experts are convinced that the private brand is the answer in the highly competitive housewares business. Private labels require stores to build reputations with consumers so firm that they outweigh the brand name images created by vast national advertising expenditures of the big companies.

Wards Adds Retail Outlet

... its thirtieth, as part of the company's \$500 million expansion program. The new store is in Eatontown, N. J.

GENERAL ELECTRIC Grill

A portable electric grill, No. B-10, for indoor or outdoor cooking is introduced by General Electric.

The new grill has a Calrod heating unit and can be used to broil, barbecue, toast or heat food. At one side of the grill there is a "keeps warm" area for keeping food or rolls warm.

No. B-10 also features a steel wind-shield hood which guards against spatter, and which can be tilted back or removed completely.

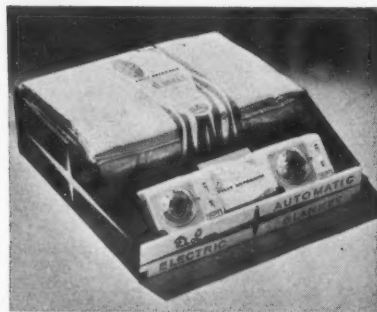
For easy cleaning, the element can be removed and all other parts are completely immersible in water. A safety switch on the element prevents the unit from going on when it is removed from the grill base.

The new grill weighs 8½ lbs., measures 17¼ in. long, 12½ in. wide, 12 in. high. The base is polished alumi-



num, the reflector, chromeplated.

It is being introduced on a regional basis and is now available in the southeast and southwest. National distribution will take place by August. Price, \$24.95. General Electric Co., Portable Appliance Dept., Bridgeport, Conn.



NORTHERN Blankets

Northern's "Century" blanket line for 1960 features new controls and a new display package with self-selling banners. Improvements in Deluxe models include controls with detachable hangers for hanging on bed headboard or standing on night table.

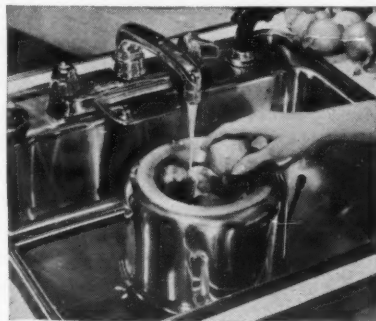
Blanket colors: pale pink, blue, flame or pastel green. Blanket fabric contains 25% nylon. Wide nylon bindings, treated for bacteria resistance with the "sanifresh" process.

Other features of the line include convertible corners equipped with snaps to fit bed snugly or fold flat; wider than average 80-in. width on dual control models.

A number of these luxury features have also been incorporated in the lower-priced "Century Special" line: "sanifresh" nylon bindings, extra width on dual control models and convertible corners. Colors are the same. Both have 2-year replacement warranties. "Special" fabric is a blend of Acrilan, cotton and rayon. Price, Century Deluxe double bed, single control, \$27.95; Special \$22.95. Northern Electric Co., 5224 N. Kedzie, Chicago.

MANESCO PeelQuik Vegetable Peeler

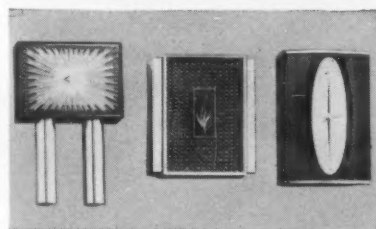
By using an attachment that fits any kitchen disposer unit, vegetables and fruit can be thin-peeled automatically in seconds with this automatic peeler. Three lbs. of potatoes can be peeled in only 39 secs. for example.



This new wife-saver PeelQuik vegetable and fruit peeler consists of a polished aluminum hopper with an abrasive disc on a drive shaft and a rubber cup on the bottom.

To use the peeler, the unit is simply inserted in any kitchen disposer, locked in place by a lever on the side, and is ready to use with a flick of disposer switch. After using, the peeler is removed and stored in a matter of a few seconds.

The rubber cup on the drive shaft transfers power from the disposer to spin the abrasive in the PeelQuik. In this way anyone can peel vegetables and hard fruits the way they have been done for years in commercial and industrial kitchens. Made and marketed by Manesco, Inc., 605 Plandome Rd., Manhasset, N. Y.



RITTENHOUSE Chimes

Seven new door chimes are announced by Rittenhouse.

"Sunburst" No. 260 sounds 2 clear tones for a front entrance and a single note for a rear entrance.

The sunburst design is carried also on the new 2-note "Sentinel" No. 267, which has 2 individual resonator tubes for a superior, melodious tone.

"Bel Air" No. 391, a new chord

chime styled by Federic with a unique free-form ornament on the grille-cloth panels, sounds twin chords for a front entrance and 2 single notes for a rear entrance.

"Avalon" No. 367, a new advance in door chime design, is a 2-note model and features rich materials and an antique gold finished ornament.

"Melody" No. 227, 2-note model, features modern simplicity; ivory with gold or white with silver.

"Colonial" No. 326, 2-note chime, has colonial styling and a "Martha Washington" ornament on cover; comes in polished brass or chrome.

"Rhapsody" No. 531 has signals for 3 entrances; limed oak, walnut.

Price, from \$6.95 for "Sunburst" to \$29.95 for "Rhapsody." The Rittenhouse Co., 8100 Florissant Ave., St. Louis 36.

Other New Products on page 23.

THE QUALITY OF HOTPOINT

360,000 TAPS:
RIGHT ON
THE BUTTON



Hotpoint 30" Electric Range
Model RB75-A

During their designed lifetime of 15 years, the pushbuttons on a Hotpoint electric range could be activated by a homemaker as many as 360,000 times. To make sure each touch is an easy one, Hotpoint engineers devised the "perfect" setup to torture test both production and developmental units.

The units are tested under full electrical load and in kitchen-like heat and humidity. Every six seconds of the grueling 100 hour test, mechanical fingers activate each pushbutton.

Even before Hotpoint introduced pushbutton cooking in 1949, Hotpoint engineers had conducted hundreds of similar torture tests to assure longer contact life and proper operation. Today, this continual testing results in better materials and design for products that perform better and last longer. Sell Hotpoint quality and you sell customer satisfaction.

Hotpoint Dealers' profit opportunities are greater than ever before...
If you're not a Hotpoint Dealer, you should be!

Hotpoint



A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS
DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

Delmonico Showed the Equipment —And The Prices to Match It

By the end of the month, Delmonico International will have finished spreading the news. And the big news was price.

Importing freshly designed TV sets from Japan, Delmonico was ready to hit the U. S. market with 19-inch portables retailing at \$169.-95. There were 17-inch portables for \$149.95 and an 8-inch all transistor portable which was expected to list at \$199, battery included.

The trade, which took in showings in New York and Chicago and will get another staring today in Los Angeles' Ambassador Hotel, also got a look at stereo.

A model that caught everyone's

eye was the promotionally priced (\$129.95 list) AM/FM four-speaker, self-contained stereo console. Delmonico claimed it was the first time stereo was shipped from Japan equipped with automatic record changer.

Next in line were models 1320 and 1330 (upright and lowboy), which contained 13-tube AM/FM shortwave radio, and six speakers and retailed for \$349.95 each.

Between those two prices on Japanese models, Delmonico was planning to fill in that whopping step with its West German products. So, the real step figured to be to \$229.95.

And there were radios: Delmoni-

co displayed a table model (TFM 88) AM/FM job which would retail at \$29.95. A six-transistor radio (model TR 611) was pegged at \$19.95 with battery, earphone and carrying case listing at \$4.95.

Model T11, four-speaker AM/FM shortwave table radio, carried a retail price of \$129.95.

With the exceptions of radio models TR 611 and TFM 88, all the equipment was being manufactured by the Victor Co. of Japan.

By using air freight, Delmonico expects to break in June with a transistor set promotion. The 17-inch sets will be delivered to stores between Aug. 10 and 15. The 19-inchers will be available 45 to 60 days later. There are 21- and 23-inch sets on the way, too, but delivery dates won't be announced until July. Delmonico expects to have a color set on sale before Dec.

26th in a series
of weekly Gibson
messages to
all appliance
dealers

BIG! COMPACT! QUIET!

GIBSON'S NEW TEXAN 2½ H.P.—WHOLE-HOUSE COOLING WITH A SINGLE WINDOW UNIT

Fits smaller space than many 1 h.p. units — yet it cools up to 1,500 square feet with comfort you can count on, no matter what the outside temperature! Wonderfully compact, its 27-15/16", 16-5/8", 34" dimensions easily fit typical living room windows.

It's whisper-quiet! Special dual fan operation, unique muffler and acoustical insulation — all exhaustively tested in Gibson's own acoustical test center — assure maximum cooling, minimum noise, day and night. Special setting on automatic thermostat produces accelerated cooling action when needed — ideal for pre-cooling party rooms, or for unusually hot or muggy days.

Plus features make the big Texan a big seller! Giant cooling coils, scientifically staggered for great efficiency, increase effective cooling and dehumidification. The Texan's dehumidifying action is as effective as seven dehumidifiers! Gibson Permachem filter kills 99% of trapped germs, ends odor-causing bacteria. Want a big, top-quality seller at a red-hot price? Ask your Gibson Distributor about the new Texan 2½ h.p. with cooling capacity of 21,500 BTU's (NEMA-CN-1-1958). Fresh air and exhaust. Four-way draft-free air distribution. Pull-out chassis for easy service. Sealed lifetime fan motors.



Waikiki College of Profit begins in heavenly Hawaii September 6th at the fabulous Reef Hotels. Pan Am Intercontinental 707 Jet luxury all the way. Register with your Gibson Distributor now!

WANT TO HEAD FOR HAWAII BY JET?

get going...get



Gibson

Gibson Refrigerator Division of HUPP Corporation, Greenville, Michigan

ELECTRICAL
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Motorola's One-Tube TV—Here's the Picture

CONTINUED FROM PAGE 1

Act II Follows 'The Astronaut'

Introduction of the remarkable portable (see page 1) was only the beginning of Motorola's surprises for distributors

In addition, there was a five-model line of "junior consoles," called the Harbinger series. Executive Vice President Ed Taylor feels that this new use of the 19-inch tube may well "catch the industry flatfooted."

They're "junior" consoles because with 19-inch tubes, they're scaled down in height, depth and width. Genuine, oil-stained walnut cabinets are one-piece frames into which table-model-like 19-inch finished back sets have been inserted. They're not full consoles, however, since no cabinet runs all the way to the floor. But they're not consolettes, because cabinets are more than legs and more than bases, and separate speakers are below or next to the picture.

Taylor says: "They're consoles for the people who want furniture but had to buy portables because regular consoles were too big and bulky."

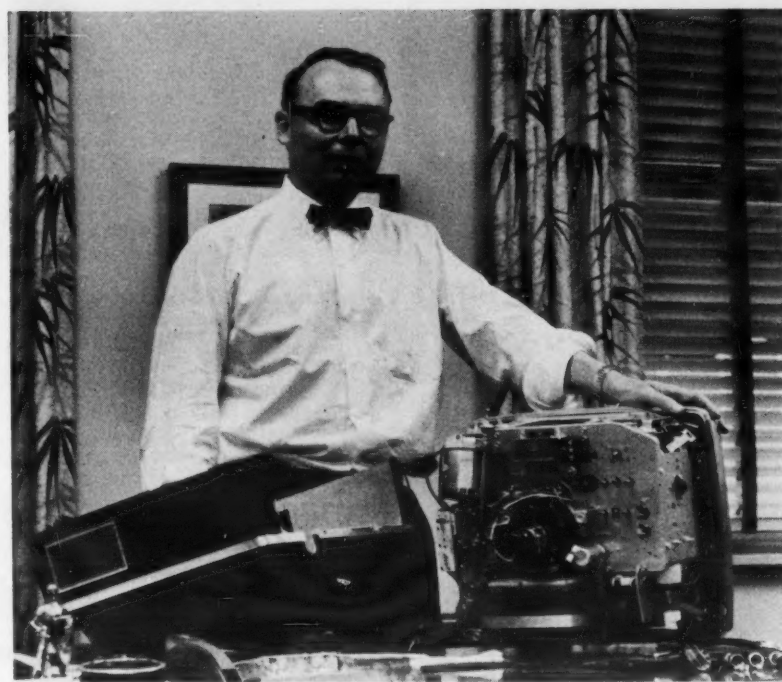
Significant is the Harbinger price of \$279 which puts Motorola into the small home market but keeps the company above the unprofitable portable market. Harbingers keep discounts attractive, too.

Motorola's 19's are all bonded type and also show up in a table model at \$219, a remote table at \$259 and a portable at \$199.

Bonded 23's show heavily in a six-model standard line including a table model at \$229 to \$249, \$259 to \$279 lowboy consolette, \$279 to \$299 upright, and \$299 to \$319 swivel.

Deluxe 23's start with a \$299 consolette, include a castered upright with two speakers at \$339, swivel at \$349, lowboys starting at \$359, two remotes which add \$70, and a four-speaker remote lowboy at \$499.

Top of the 23-inch line is a Drexel furniture series of eight models starting at \$429 for an open-faced console, working up the line to \$600 and including the new Italian "Triune" design. All Drexels are available with remote for additional \$100.



MOTOROLA ENGINEER inspects the company's new 19P1, a fully transistorized portable television set. Only tube in the 19P1 is the 19-inch picture tube.

Two stereo-TV combos top off the 23-inch line at \$525 and \$550, the former drawing enormous applause. Straight AM-FM (no simulcast) tuners are optional drop-ins.

Strong points with Motorola this year are multiple speakers and voltage: 20,000 volts across the 19-inch tube; 23,000 across the 23.

Traditional screen sizes are not dead at Motorola: 14's, 17's and 21's shown in March stay in the line. There are three 14-inch portables starting at \$139; 17-inch portables at \$169, \$189; 17-inch tables at \$149 and \$179; 21-inch tables at \$189 to \$209 and open; uprights starting at \$239 through \$299.

Motorola believes stereo has become "such a post-Labor Day business" that it's holding off its stereo line introduction until August.

Heat is being kept on radio however. Taylor told distributors that their sales to dealers in the 12 months ending June, 1960, compared with 12 months ending June, 1959, were up 81% in table radios, up 88% in clock radios, and up 105% in portables compared with industry increases from 10 to 20% for the same periods.

FM is the target for the table radio

line starting with FM only with six tubes, 5-inch speaker and automatic frequency control for \$49, followed by seven-tube AM-FM at \$59 and deluxe model at \$79.

Seven clock models range from \$19 to \$49 and four AM's range from \$14 to \$24. Motorola ads this year will keep the heat on the under-\$20 models in both these latter categories and hit hard with the \$49 FM. Much of Motorola's print advertising of TV and stereo this year will carry rider plugs for radio. Ad plans include a plunge into filmed "commercials" to be used on theater screens, "including the big downtown houses."

Concerning Japanese activity, Taylor expressed grave doubts as to whether Japan could get small screen tube TV here for "the \$89 I've been hearing about" or the \$199 for transistor portables. He doubted whether a return to 8-inch screens would pan out.

● He'll continue buying Japanese components for his own transistor radios and doubts if the "buy American" approach of some makers can succeed.

● He'll be dropping the "three channel" nomenclature for stereo in August, but will continue to deliver the three-amplifier approach and will adopt "multi-channel" in the interest of holding down confusion.

● He'll stay out of color and will not shoot for number one in TV "if it means cranking out thousands of profitless portables in order to get the unit production necessary to claim first place." He feels "color has yet to sell 100,000 units in any given year."

● He believes the TV industry will hit 6.5 million sets this year, based on cumulative 18% increase in retail sales for four months. He feels 2 million inventory is normal. "Remotes still do less than 5% of units."

● Taylor says 1960 will be a record year "but not a boom year." He predicts 10% increase in table radios, 20% increase in clocks, 15% increase in portable radios.

And this time there's a further, just-around-the-corner transistor TV all across the line. Taylor pegs any serious further introduction of transistor TV at two to four years away, feels though that consoles are next.

Besides the elimination of service problems connected with vacuum tubes, Motorola engineers happily report better "transient response" (which seems to translate into better definition in the picture), and point out that transistors and diodes and such small marvels need no ventilation, creating as-yet-unknown circuitry possibilities. With a smaller package, better and different styling is foreseen.

Also foreseen are a few competitive problems. For example, Taylor thinks the market will "very soon" have other sets using transistors, but terms such sets "bastardizations." He means that much transistor use will be for marketing purposes and not for functional reasons. Then there's the price. And the danger that people will try to use the set where there is no signal. "This is a good set," Taylor said, "but it can't be sold for use in the backwoods where there is no power because very few such areas even get a signal."

Taylor is putting all his transistor marketing marbles on a battery-powered portable the first time around just because this kind of set has the most talking power, because even with a portable he can claim a first on size (the tube is simply a standard 19 adapted to transistor circuitry) and because it can come in at a price somewhere within reach. He even expects most every set to go out the store door accompanied by an energy cell.

"But the real score is ahead, when we sell sets as reliable as refrigerators," says Taylor.

Part of the nuts and bolts story runs like this:

120 volts a.c. at 1/3 amperes; 20 volts d.c. at 1.5 amperes; 23 transistors; 12 diodes; picture tube 19-AEP4 (standard 19XP4 CRT modified); 3-stage transistor tuner with hi-pass filter; 3-stage I.F. amplifier; 2-stage video amplifier; 2-stage keyed amplifier Agc circuit; 3-position range switch (local, suburban, fringe); 2-stage transformer-coupled audio amplifier; size—15½ in. high, 18 in. wide, 12¾ in. deep.

The set translates into a very real engineering achievement which winds up three years and lots of money. The net result is a normal-looking, though quite classy, portable TV that produces a picture perhaps measurably better than most, and will go on producing that picture with or without a plug in the wall. It's a little smaller—just slightly larger than the tube, in fact—and looks like luggage in transit because it has a functional tube-face cover.

There isn't any need to describe how the set works, because it works like any other television set, delivering enough stuff to drive a standard 19-inch tube.

The energy cell—or battery—is a silver cadmium type with an operating cycle of five to six hours and a minimum life of 500 cycles. The set has a recharge circuit built-in, with automatic shut-off.

New Andrea Television Model Features Colonial Furniture Style

It was designed with popular "Early American" home furnishings in mind. Andrea is calling its new 23-inch upright console "The Williamsburgh" to emphasize its simple colonial design.

Two hardwood cabinets distinguish between the two models in Andrea's new line. The mahogany finish set lists at \$370, the maple finish at \$10 more.

The rectangular picture tube has

safety glass fused to the face of the tube itself. The tube can be cleaned quickly and easily by simply wiping the face of the tube.

Other features of "The Williamsburgh" include a hand-wired horizontal chassis, stereo-phono input jack, built-in antenna, heavy duty power transformer and three front-mounted speakers.

Colonial design is the first of several modifications in Andrea's TV line to be announced this season.

Parts Jobbers See Chance For Ties to Manufacturers

That's what several appliance parts distributors told EM Week last week at the opening of the 21st annual convention of the Appliance Parts Jobbers Association held at the Dunes Hotel in Las Vegas.

The nearly 30-year struggle to get manufacturers to value the independent parts jobber is all but completely won, said association members. Because of the increasing importance of service in every locality and the steadily improving management of independent service companies the jobbers felt there is a chance that resistance from the two remaining major appliance manufacturers not allowing parts distribution through independent jobbers may be breaking down.

Reaction of the Russian consumer to American appliances shown at last summer's trade fair in Moscow was the topic of the two guest speakers. More than 120 APJA members, wives and guests heard Juel M. Ranum, RCA Whirlpool's assistant to the chairman of the board, and Ann Anderson, associate editor of "Better Homes & Gardens," comment on their first-hand

impressions of The American National Exhibit in Moscow. As Las Vegas newspaper headlines screamed "Summit Folds" and "U. S. Orders Air Alert," the speeches opened the jobbers' meeting on a timely, if ominous, note.

Ranum looked to the long-range effect of the trade fair. "An intense desire for appliances and other consumer goods which we in America have learned to take for granted is just beginning to be realized . . . in Russia today," he pointed out.

Miss Anderson, senior demonstrator for the Whirlpool kitchen at the Moscow exhibition, told as part of her story, that the Russians were most interested in our refrigerators and laundry equipment, and the combo really floored them. She said one Russian commented, "With such a kitchen, who needs a wife?"

"The bogey of captive service," as he called it, was the subject of another talk to the jobbers by W. G. McNeal, manager of product service for Hotpoint. He emphasized that manufacturers with central service are "getting a substantially small share of the total service run on our respective appliances."

Philadelphia Gas Story (Part 2)

Despite the recess of public hearings in the City Council probe of the Philadelphia Gas Works, charges continued to fly. So, when the contestants return to the hearing room today, they'll find the situation more roiled than ever.

City Controller Alexander Hemphill started the furor at the special investigation into the alleged waste of \$2 million by charging that PGW froze the Tappan Stove Co. out of the market while handing Caloric a virtual monopoly.

Then PGW General Manager Charles G. Simpson flatly denied that his company had discriminated against Tappan or had barred the manufacturer from the promotion.

Now, Hemphill, in a letter to Simpson, has charged that he gave "erroneous and misleading testi-

mony" to the committee about the Tappan gas range. Hemphill termed Simpson's implication that Tappan was not approved by the American Gas Assn. for the Gold Star program "an irresponsible act" and cited a telegram from A. B. Ritzenthaler, president of Tappan, which stated Tappan had produced 50,000 Gold Star ranges last year.

A spokesman for the United Gas Improvement Co. which operates the city-owned gas works for an \$800,000 annual fee, said there would be no comment on Hemphill's letter except to the committee. Simpson is scheduled to resume his testimony today.

Simpson has acknowledged charges that PGW used "push money" to promote sales of gas ranges, terming that a "fact of life."

RCA: New Styles For Color

CONTINUED FROM PAGE 1

ment center which contained a plug, switch or attachment for just about everything but home movies.

The Cunningham features a four-speed stereo record changer, a six-speaker stereo high fidelity system, an AM-FM radio for standard or stereo reception, 46 watts total output, stereo balance control and plug-in jacks for companion speakers and tape players. RCA expects to start shipping the unit late this summer.

Besides such obvious changes as furniture styling, RCA claims to have beefed up its sets with a new, improved super-powered chassis and a special long-range tuner.

There were more remote control models, too, as RCA jumped the number from two to six. In addition, all six remote control models

have "Touch-Bar" tuning which permits the viewer to change channels by touching a tuning bar instead of rotating a knob.

And there were other technical improvements. New stabilizer circuits, chassis layouts, receiving tubes and improved convergence setups meant a steadier, clearer picture, improved tube life and easier installation, RCA claimed.

All new models featured front tuning, stay-set volume control, stereo-jacks, one-set fine tuning.

Prices? Beyond explaining that nationally advertised prices will start again at \$495, RCA wasn't talking.

Those 13 models broke down into seven basic sets: one table model, one console, one upright console and four lowboys. Remote controls added to five sets plus the Cunningham is RCA's way of making 13.

G-E: Big Play For 19's

CONTINUED FROM PAGE 1

call it the widest range of features "ever offered in the department's history."

Preliminary proof of the importance of the 19 came from partial line showings by Admiral and Sylva in March and April. And Motorola, in addition to plunging into transistor portables with the 19 (see pages 1 and 7) has made the new tube the basis of a dramatic new category of junior consoles.

In a capsule, G-E keeps the 17-inch Designers as a four-model portable series starting at \$169. The new 19's come in as both Designers and as table models. The old 21 shows in a five-model series starting at \$189 and including table models, Designer portables and upright consoles. The new 23's sweep through a table model at \$209, a series of upright consoles and lowboys beginning at \$249.

Top of the 23-inch line is a deluxe series of "Custom Ultravision" at \$450, and G-E's first combination—a 20-watt stereo phono-TV with simulcast AM-FM tuner at \$590 to \$620 in three styles.

New "transistor sonic" wireless remote is available in some models of all series from 17-inch portables through the 23's. And last year's transistor radio remote continues for the deluxe chassis models.

Half of the 1961 line is 23-inch goods; half the 23's have remotes. G-E's square tubes are the non-bonded variety, which means they sit behind flat safety glass slanted down to minimize glare, and this year they're tinted "daylight blue."

Stress throughout the high end is still very much on real woods, authentic furniture styling and multiple speakers. The Coordinate program continues strong, offering tables, carts, stands and bookcases for all sets below the console level.

G-E says its "basic" models total

20. When multiplied out by styles, flavors, remotes, UHF, they total over 90.

Prices above are not "suggested lists." G-E still doesn't use them. But they are "estimated retail price brackets."

Severe squareness of the tube has been accented throughout the G-E styling. Masks around the tube are muted so they do not distract from squareness emphasized by the outer edge frames.

Top stepup in the table line is a set of doors mounted in a frame which fits over the front of a 19-inch set. Yes, Virginia, at last doors have come to table models!

G-E goes into a full line of stereo to be made by its new audio products section at Decatur, Ill. Consoles will be marketed like TV; portables, like radio.

Consoles will not carry suggested lists; will use music power wattage ratings; will be available in four series, each series in three different woods. In three series AM-FM tuners are optional drop-ins; in one AM-FM is standard equipment. All consoles are one-piece and can be expanded to maximum stereo with satellite tweeters. Tape jacks are provided.

Canterbury's and Mount Vernons have new deluxe changer which includes G-E's vacuum-cleaner-in-the-tone-arm. Called "VacuMagic," the feature packages with the stylus in the wide tone arm an acoustically sealed tiny vacuum cleaner head, brush and hose.

Portables start at \$49.95 and run to \$169. Low end (\$49.95) has a manual changer but wing speakers; \$59.95 model is monophonic, but automatic; \$79.95 and \$99.95 stereos have single detachable speakers. All four have five-watt peak output. Stepups at \$129 and \$169 have 20-watt output, four 6½-inch speakers in two detachable wings.

Behind the Private Label Curtain

Last week the Marquette Corp. offered 391,431 shares of its stock to the public and in the process gave the industry an intriguing behind the scenes look at this heretofore little-publicized firm.

For the record, the stock will be offered at \$11 per share and net proceeds will be used for the construction of a new plant and equipment for manufacture of welding electrodes, to reduce short-term borrowings, and to increase working capital. Net sales last year were \$30.7 million with net earnings of \$1,150,903. (Of the 391,431 shares, 116,400 represent sales by certain stockholders of part of their holdings.)

Behind these cold figures, however, lies the inside story of how Marquette has been operating in the appliance industry. The company sells both private label (300 retail outlets participate in this private brand program) and under its own and the Zenith names. The bulk of its appliance volume (85%) comes from the sale of refrigeration products and 75% of its appliance sales are private brand. The firm also markets domestic laundry equipment and since early 1959 has

marketed a line of laundry appliances for coin-ops.

Marquette thinks that its sales of the various appliances it markets account for from ½ to 3% of industry sales of such appliances.

Marquette doesn't make its own appliances. Since 1945 all except wringer washers have been supplied by the Franklin Mfg. Co. (The conventional ones are supplied by Marshall Wells.) Marquette says it is the oldest continuous Franklin customer and in March the two firms signed a 10-year agreement under which Franklin promises to continue supplying Marquette.

The use of the Zenith name was acquired in 1959 when Marquette bought the Zenith Machine division of Marshall Wells. This is now operated as MZA Industries.

In its prospectus, Marquette notes that in 1958 Zenith Radio filed suit seeking an injunction against use of the Zenith name by Marshall Wells. Marquette adds that it cannot predict how this litigation will come out but feels that the decision, no matter what it is, will not have an adverse effect on the Marquette business.



Chain of Command. A foot of forged steel chain, hurled clattering into the revolving drum of a Hamilton Dryer, gives you a commanding demonstration take-off...turns your live floor model into a *real selling machine*. It's a torture test so convincing that it sells on the spot, and does it with such a beguiling clamor that it lures in *more* prospects the way a good caller brings in the ducks. But, that's only a part of Hamilton's powerful 1960 Demonstration Kit. The whole package, another in a series of Hamilton sales-tested promotions, is a proved on-the-floor closer—fast, dramatic, and unique. Whether you're now a Hamilton dealer or not, you'll soon see how effortless selling can really be, when you feature the Golden Year Hamiltons.

THIS IS THE GOLDEN YEAR FOR HAMILTON DEALERS

Hamilton

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN

NBC

FEDDERS
World's Largest-Selling Air Conditioner

***Sun Load**—The "forgotten factor" in air conditioning...that Fedders remembered. The fierce, brutal heat that air conditioners must overcome on sunny summer days when it's 115 degrees out in the sunlight where air conditioners operate even though the Weather Bureau reports temperatures in the nineties. (The Weatherman measures summer temperatures in the shade only.) Fedders Air Conditioners are engineered...manufactured...tested to cool effectively when it's 115 degrees outdoors. That's 20 degrees hotter than the temperature at which BTU's are rated. ■ Here's why Fedders builds this 20 degree reserve into all models: In tests of air conditioners with similar BTU ratings, most makes turned themselves off automatically at 115 degrees or less to prevent permanent damage from overheating. Under these actual Sun Load conditions, however, the Fedders model tested continued to cool, pulled indoor temperatures down, held them down.



DELUXE



SAY SUN LOAD*

100 MILLION TIMES AND WATCH THINGS HAPPEN

Feddex tells the big air conditioner sales story of 1960 in a big way. More than 100 million sales messages . . . that's the number of times prospective buyers will hear Fedders' dramatic Sun Load story during the peak air conditioner selling weeks of May and June. Fedders dealers will have nearly an hour of network time working for them each week on 200 of America's highest-rated radio stations—on NBC's coast-to-coast Weekend Monitor Program. Special program formats—"Weatherscope" seven-day forecasts . . . "Air Conditioning in the News" on-the-spot interviews . . . "Miss Monitor" temperature reports—will provide a perfect springboard for ten Sun Load commer-

cials each weekend. ■ Also, for Fedders dealers—12,000 opportunities to tie their own buy-it-here, buy-it-now Sun Load story (prices, models, terms) directly to Fedders' network commercials on local stations. Plus new displays, in-store promotions, retail ads that will mark Fedders stores as Sun Load headquarters. Those 100 million sales messages are bound to make something happen somewhere. Your store, perhaps?

FEDDERS



DATELINE: EUROPE

British Dealers Plight—
A Competitive Squeeze

By LAURENCE WRAY, EDITOR

The second in a series of weekly reports written on the scene in Europe

The tendency towards bigness in appliance-radio-TV retailing in Great Britain is just as pronounced as in the U. S., according to Owen Pawsey, editor of "Electrical & Radio Trading," EM Week's counterpart in that country. The growth of consumer cooperatives, "multiples," or chains with 10 or more

stores, the hundreds of stores operated by the nationalized electric utility industry, together with the big department stores, are all on the rise, squeezing out the small dealer.

The answer for the small dealers. Mr. Pawsey feels, is to band together in their own retail coopera-

tives. Such moves would be supported and encouraged by the manufacturers, who are equally apprehensive about the concentration of retail power in the hands of a few giants, he said.

"Balance is at present being maintained tenuously because the big retail group knows only too well that the power can work two ways. The manufacturers themselves can enter the retail field. They have all the available capital to do so if they wish, and some are already flirting with the idea."

However, dealers working more closely together in retail co-ops to improve their buying power and share the costs of common retail services would be in a stronger position to work out their problems with the manufacturers, Mr. Pawsey said.

Some of the aspects of the growth of the bigger retailers are highlighted in Britain's last census of distribution, issued in 1957. It showed that, despite a slight decline in all retail establishments, electrical and radio dealers' stores increased by 18%, to a total of 13,294. But the significant figures show that co-op stores jumped by 117%, chains with 10 or more stores by 49%, while small independents increased by only 12%.

Some of the big names in Britain's multiples, or chains, have become household words throughout the UK, because their growth has been largely achieved in the latter years through mergers with other chains. A small chain may dominate one trading area, be acquired by a larger one, which in turn may fall under the control of even a bigger operation. A chain, therefore, may be spread all over the UK, as in the case of J. and F. Stone, Firth Cleveland, Max Stone, Broadmead, John G. Murdoch & Co., Curry's, Lloyds Retailers, Ridings Stores, Clydesdale Supply, Great Universal Stores, Tate's Radio and Fleet Electrics. Among them, they own thousands of retail appliance-radio-TV outlets.

But don't count the small, independent dealer out. He is still numerically strong; his turnover is better than most of the multiples; and he has a reputation for good service.

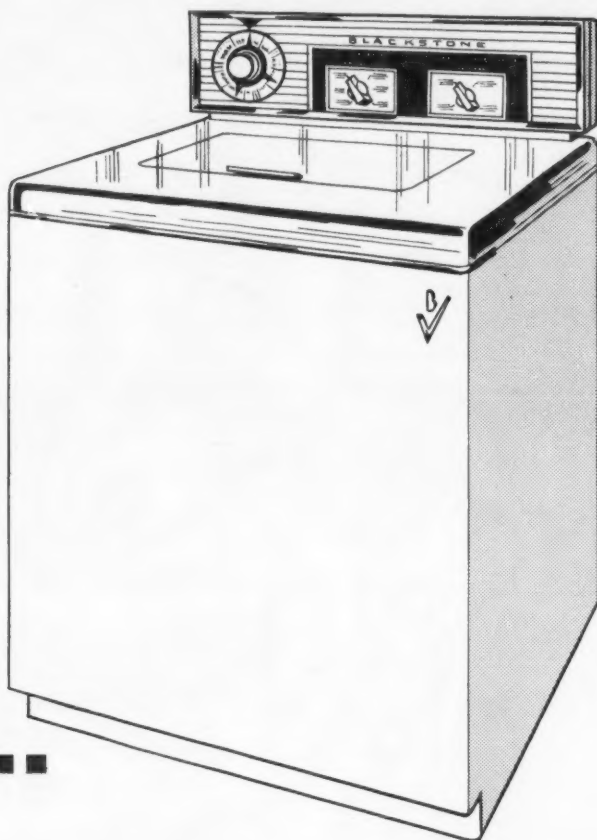
It is true that, as in most lines of retail trade, the costs of distribution are on the increase and margins inclined to be frozen, which puts a squeeze on their net profits. But the last census showed that the independents increased their sales per outlets by 129%, as compared to only 83% for the multiples. Gross margins as a percentage of turnover for all appliance-radio stores stood at 31.9% in 1957. For the independents it was only 28.5%, whereas in the chains it was 46.6%. In other words, during the seven-year period between the census of 1950 and the census of 1957, the multiples' gross profit margins rose almost 7%, while the independents' went up less than 1%. It's tough to battle the chains when their gross margins are 63% higher than the small dealer's.

Those are the unpleasant facts behind the small dealer's need to form some sort of cooperative venture with other small independents. Nicholas A. H. Stacey, director of GEC's economic and marketing research, points out that there are two methods of enabling dealers to take advantage of better terms, superior supplies and reduced cost by improved organization. The first is the "retailers' cooperative," operated by dealers themselves (no relation to the consumers' cooperative movement). And the second is the "voluntary purchasing group," operated by the wholesaler.

In the retailers' co-op the capital is provided by the members and the profits distributed either on the basis of shareholding, or on value of purchase (extent of use of the organization).

In the voluntary purchasing group, initiated by the wholesalers to improve the competitive position of the independent dealer, retailers agree to take a certain, agreed proportion of their products from the wholesaler, who in turn passes on price advantages.

SIMPLE TO USE... SELL... SERVICE...



BLACKSTONE AUTOMATICS

An authority in the field of design has this to say of automatic washers—"to operate these complex machines, women may indeed have to become kitchen engineers, not to say space age scientists. Of course, the trend toward automation really does require a growing forest of dials and push-buttons."

Blackstone has produced a line of automatics that are simple to operate . . . easy to understand. Yet

this simplicity is combined with flexibility so that the user still has the choice as to how she would like to launder . . . no array of buttons that take over completely, eliminating all flexibility. Buyers like it because it's easy to use. Sales people like it because it's easy to sell. And servicemen like it because it's easy to service. Let your Blackstone distributor show you how we put simplicity back into automatics.

Blackstone
America's Fastest Growing Laundry Line

Blackstone Corporation, 1111 Allen Street, Jamestown, N. Y.



HOW TO MAKE A BIG BIG-CITY IMPRESSION

Do what so many big, important impression-makers do to cultivate New Yorkers. Parade your product before the audience of TV GUIDE's New York Metropolitan Edition. You'll impress more than 1,400,000 families, one out of four TV homes in the entire area. This is by far the largest circulation of *any* magazine in America's greatest market.

And like Pillsbury, Hoffman Beverages, New York Telephone Co., you can have

full color in the New York Metropolitan Edition. Order *any* issue. No regional-buy complications here! Or you can use two colors or black-and-white. All at America's most efficient magazine page cost per thousand.

It's a great way to influence the people!

**Best-selling weekly
magazine in America...
circulation over 7,250,000**



HOW MAJOR MASS MAGAZINES COVER THE NEW YORK AREA

<i>Minimum unit to cover the New York area</i>	<i>Circulation of minimum unit</i>	<i>4-color page cost</i>
TV GUIDE New York Metropolitan Edition	1,402,450*	\$5950.00
Reader's Digest New York Metropolitan Edition	1,000,000	\$5480.00
Look Magazine Middle Atlantic Zone 2	1,258,000	\$9750.00
Post Select-A-Market New York, New Jersey	664,476	\$5538.00

*Publisher's estimate—1st quarter 1960

PEOPLE in the NEWS

RCA—Martin F. Bennett, formerly vice president, distribution, has been named vice president, distributor and commercial relations, in a realignment of regional sales operations. In addition, three staff vice presidents, distributor and commercial relations, have been appointed. They are Carl V. Bradford, eastern; Harold A. Renholm, central states; Harold R. Maag, western.

Six regional sales managers for consumer products will concentrate solely on the sales of television, radio, tape players and Victrola phonographs. They are: W. L. Roth- enberger, eastern; Elmer D. Eades, southeastern; Whitney L. Garrett, central; Harold M. Winters, east central; Fred E. Folsom, western,

and Arthur J. Hammer, southwest- ern area.

J. R. Bejarano was elected president of RCA International, Inc.

Landers, Frary & Clark—Robert E. Morrill has been appointed sales manager of national accounts. He formerly was sales manager of the home cleaning division. Maurice F. Moriarty, sales manager of the Handy-Hannah Products Corp., was chosen to assume additional responsibilities for the sales and promotion of the Electresteen vaporizer line.

Sylvania Home Electronics Corp.—Jacob L. Miller was appointed vice president of national sales for the marketing subsidiary of Sylvania



R. E. Morrill
of LFC



M. F. Bennett
of RCA



M. F. Moriarty
of LFC



J. L. Miller
of Sylvania

Electric Products, Inc. He will supervise district sales manager.

Motorola—J. Philip Reichmann Jr. has been named assistant to David H. Kutner, manager of consumer products distribution.

Pennsylvania-Bradford Appliance

Corp.—Leon Donnenberg has been appointed sales representative for the company in the New York City area.

Remington Rand Electric Shaver, division of Sperry Rand Corp.—Franklin Y. Bethel has been appointed branch sales manager in Houston, Tex.

Whirlpool Corp.—Jim McGuire and Tom Lounsbery were named dealer-development managers.

Ironrite, Inc.—Robert H. Felgen was named Chicago territorial manager with headquarters in the Merchandise Mart.

Westclox, a division of General Time Corp.—Brian J. Abdella was named eastern regional sales manager and Jay H. Finnell became eastern regional sales supervisor, succeeding Abdella. J. Howard Kelley was appointed special accounts supervisor for the eastern region.

They've Changed Jobs

Stanley G. Fisher has become general sales manager of Fafnir Bearing Co. He formerly was vice president and general sales manager of Landers, Frary & Clark, from which he resigned last month.

Richard E. Weiss, formerly vice president of Coolican, Coe and Cooligan Inc. has joined Wilbur Richards Co. Inc., advertising and public relations, Syracuse, N. Y., as a principal. The firm will be called Richards and Weiss Co. Inc. Weiss formerly was advertising and sales promotion manager for Easy Laundry Appliances, division of the Murray Corp. of America.

Three Trips on Tap For Ben-Hur Dealers

They can go to Acapulco, Nassau or Las Vegas. And win freezers besides.

The trips and boxes are prizes in the company's second annual "Photo Sweepstakes" and "Bakers Dozen" programs.

Over 1,000 distributors and dealers heard details on the two contests at four regional sales meetings.

In the "Photo Sweepstakes," dealers will submit pictures of their 1960 freezer displays, in which they used Ben-Hur materials. First three prizes are all-expense-paid trips. Fourth to tenth awards are Ben-Hur freezers.

In the "Bakers Dozen" contest, dealers can win both trips and boxes by selling freezers. Actually, the contests overlap. But winners of one aren't excluded from the other.

put
yourself
in this
big
picture



...the biggest concentration of housewares merchandise ever assembled... and bring yourself completely up-to-date on products, plans and people in the Housewares Industry



33rd NHMA
National Housewares Exhibit
July 11-15, 1960
ATLANTIC CITY CONVENTION HALL

Serving the housewares industry since 1938

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

(Incorporated not for profit)

1130 Merchandise Mart • Chicago 54, Illinois



NEW IDEA! PUT THE CART[†] BEFORE THE CUSTOMER

[†]The new General Electric **Partio Cart**—a complete electric range, a charcoal barbecue, a serving bar—all in one!

Partio Cart* is the newest brainstorm from General Electric—a conversation starter, a traffic stopper.

Partio Cart is a complete outdoor cooking center, in fact, a complete party center. It's an electric range with a built-in griddle. It's a charcoal barbecue with two electrically driven spits. And it's a serving bar. All on big wheels and under a big umbrella canopy.

You must know at least a half-dozen "men who have everything" who'd pay anything to park a new General Electric Partio Cart on their terraces. Maybe you're one, huh? Yes, we'll give you a whole

kit to help you promote sales. And we're running color ads in House Beautiful, House & Garden, Sunset and the New Yorker to drum up even more business. Go get it. Range Department, General Electric Company, Louisville 1, Kentucky.

*Trademark of General Electric Co.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Five Reasons Why This Trademark



Means Business

1 SPECIALIZATION V-M concentrates on just one portion of the electronics industry—Sound Reproduction! As the manufacturer of precision record changers, phonographs and tape recorders, we have attained our brand reputation through consistent research resulting in products of character which accomplish their purpose and accomplish it well.

2 BRAND NAME ACCEPTANCE

For many years the V-M Corporation brand name has been exposed to your prospects and customers. Discerning music lovers know that V-M, "Voice of Music" products meet and exceed their individual standards and requirements. Demand for the prestige benefit of the V-M brand name is a result of the *confidence* of dealers and the *satisfaction* of customers. These are the watchwords which V-M Corporation heeds most stringently.

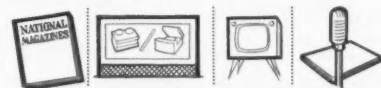
3 QUALITY OF PRODUCT Quality control at every step of the manufacturing process results in the greatest honest value it is possible to produce in any price range. Only selected components and choicest of coverings and wood finishes are used in V-M products from superior performing portables to magnificent consoles.

4 STYLING



Recognition of fine-furniture design is evidenced in the award-winning V-M Model 1002—the 'Stereo/Fidelis' (. . . the recipient of the Certificate of Exceptional Merit from the Mahogany Association, Inc.) This is typical of the manner in which V-M achieves perfection in all of its products. Other V-M consoles carry the coveted tags indicating certification by and compliance with the rigid requirements established by the Mahogany Association Inc., the American Walnut Manufacturers Association and the Fine Hardwoods Association—*further dramatic proof of innate V-M quality!*

5 ADVERTISING



To support V-M dealers and inform consumers is a V-M first principle. Extensive V-M coverage is found in national magazines, newspapers, billboards from coast-to-coast and on radio and TV.

LISTEN! STIRRING SOUNDS OF SALES SUCCESS FOR YOU!



• Diversity of Line • Distinction of Design • Quality of Performance

V-M CORPORATION • BENTON HARBOR, MICHIGAN

World Famous for the Finest in Record Changers, Phonographs and Tape Recorders

There are 40 licensed air conditioning contractors in the Palm Beach County area but dealer John H. Couse has little real competition because

He Goes After Only 20% of His Market

"At least 20% of the people want the best, and will buy it if they know how and where to get it. These are our prospects. We let our 39 friends fight for the rest. So, for every hundred jobs that come along, 80 are chased by 39 bidders, the remaining 20 by one."

If this sounds like duck soup, it's not. Couse can compete with none of the 39 in price, and "price" is no less a magic word in West Palm Beach than it is in Brooklyn. Even those who want the best want it at a price. Couse has to turn his back on the easy sell of dollars-off, and hoe a straight quality row.

He's committed to quality: It's been his corporate image through 31 years in business. The firm's only line is York. En route to a volume of about \$450,000 overall, Couse carries a heavy overhead (an engineer, two draftsmen, eight mechanics, two apprentices, eight trucks). Obviously, he has to pull more out of a job percentagewise than a little one- or two-truck operation would. Couse, himself an engineer, does it by selling creatively.

Here's his sales approach: "In this business, you can't show the prospect the cheap leader that brought him in, qualify him by his reaction to it, then step him up to a quality model like an appliance dealer can. But we get the same effect with a component demonstration we've developed," he outlined.

The scene for this is usually Couse's office; the time, before the company draws up its presentation brochure and makes its official bid for the job. Couse delivers a dramatic and detailed quality-versus-price talk, illustrating it with central air conditioning components he has collected in pairs—one, quality; the other, price.

Qualifying as he goes, Couse watches his man for signs of serious interest in central air conditioning and in a quality job. "What does he expect from the system he's looking for?" the dealer asks himself. "Can he discriminate between the good and the cheap, and will he pay for quality?"

Jobs not considered worth going after are allowed to die at this point. But Couse follows up fast on those the company wants.

Next comes a survey of the job site by Couse or chief engineer Frank Seay. A draftsman goes along, returns to the office to draw the plant under the supervision of the engineer who will handle the job. This drawing is entry number one in Couse Refrigeration's prime creative sales tool—a closely detailed and carefully itemized proposal, bound in a personalized loose-leaf notebook.

A cost estimate follows the drawing into the notebook. This form (over 20 inches long) is the key to the entire job, for both company and prospect.

The estimate serves as a guide to the company to insure the inclusion of all items, every cost. To the prospect, it gives a clear picture of the components and, through cost, of their quality. It even shows the firm's markup, split between overhead and net—figures that Seay and Couse don't hesitate to let the customer see, particularly if he's a business or professional man. They understand such things.

"You might call this a kind of final qualification," says the dealer. "If he quibbles over our

profit, we don't want to bother with his work."

The proposal is completed with spec sheets of the equipment, institutional literature (including a list of more than 200 commercial and residential systems installed by Couse Refrigeration), and a formal proposal agreement, showing the job, its performance characteristics, warranty details and maintenance schedule.

With this complete presentation package, instead of the rough estimate so common in the central air conditioning business, Couse or Seay can go in and sell the job on its merits. When tough price resistance forces them into step-down selling, they can do it with pinpoint accuracy from the presentation, going over each itemized entry on the estimate with the prospect, perhaps giving in on minor points that won't materially affect performance, but stubbornly holding their ground on key entries.

Compiling presentations takes anywhere from an hour to a week (it's taken as much as three weeks, cost the company \$1,000 in man-hours), and Couse and Seay do all they can to get a verbal pre-proposal commitment from each prospect. But it's a gamble at best. Some jobs—and proposals—get away. These (or copies) are filed, prove useful in analyzing reasons for losing jobs and in tightening estimating procedures.

When a central system shapes up as small (\$1,500 to \$2,000—an area in which it's difficult to pull a decent profit with a quality approach), Couse tries to step the prospect up to an even better plant. Failing this, the firm quotes from past experience on similar sized jobs, or submits a cost-plus bid with a ceiling. This, rather than going to the expense of tailoring a complete proposal and watching it devour most of the net, is the best way to handle small jobs.

Starting a job-cost file is the first move after making a successful quotation. Into it goes a record of everything done or put on the job by Couse Refrigeration—labor, equipment, materials, freight; as well as sub-contractors' bills (the firm subs plumbing, electrical and sheet metal work).

When the job is finished, a quick comparison of cost file to estimate tells Seay and Couse how accurate the estimating was. If there's a marked discrepancy, an item-by-item cross check exposes the bugs.

The completed job is given a fine-tooth-comb inspection by its engineer, who fills in a "Final Job Test and Report" on it. This form has 121 blanks and requires performance readings on temperatures, velocities, amps, humidity, pressures and rpm's, among many others.

After it's checked, adjusted, rechecked and okayed, the job is entered in the Installation Record Book, and becomes the responsibility of the service department. The final test form is filed for use as a standard of performance in trouble-shooting on service calls.

Every central system Couse installs goes into warranty immediately. Terms are one year parts and labor across the board, with routine inspections every 30 days for lubrication, filter cleaning, and draining and flushing the cooling tower. Beginning with the second year, service is sold in the form of time and materials contracts. Servicemen charge without regard to warranty.



COMPARISON OF VARIOUS PRICED COMPONENTS is heart of Couse's selling approach. It permits him to sell quality instead of price and also enables him to qualify his customers. "Will this man appreciate quality?" Couse keeps asking himself as he makes pitch.



HEAVY OVERHEAD involved in running an operation like Couse's is reflected in the array of instruments on the draftsman's table. Camera is used to photograph existing construction details and to furnish absentee owners with pictorial progress report.

one, called the *paragomphus* (see *PARAGOMPHUS*), prolonged, on one side, into a delicate concave blade, the *paragomphus*. It is the internal shell of a cephalopod related to the nautilus, and belonging to an extinct family, the *Belemnoidae* (bel'm-noid-ee), consisting of a number of genera, of which *Belemnites* (bel'm-nites) is the best known. The belemnites are found in Mesozoic rocks. — *bel'm-noid* (bel'm-noid), *adj.* (Gr. *belemnos* dart + *-oid*). Dart-shaped; specif., *Palaeontol.*, of, pert. to, or having characteristics of, the *Belemnoidae*. — *n.* One of the *Belemnoidae*.

Bel'm-noid-ee (bel'm-noid-ee), *n.* [NL.] *Palaeontol.* & *Zool.* A suborder of dibrancheate cephalopods consisting of the belemnites and the extinct genus *Spirula*. *belemnoid process.* *Anat.* — *STYLOID PROCESS* & *ST.* *Bel'm-nus* (bel'm-nus), *n.* [L. *Belennus*, a deity worshiped by the Gauls, and L. *Belennus*, a Latinized form of *Bel*, a fabulous British king.] *Cell. Reliq.* A Gaulish god of the sun and of health, whose cult passed over to Britain, where he appears as a mythical king, *Bel'm-nus* (bel'm-nus) — called also *Bel'm* (bel'm) — of Britain, brother of *Brannin* (see *BRANNIN*). — *Bel'm-nus* (bel'm-nus), *n.*; pl. *Bel'm-ni* (bel'm-ni) (L.). 1. A person of fine mind and delicate, graceful wit.

2. Wit; cleverness in speaking or writing. *Bel'm-tage* (bel'm-taj), *n.* [F. *bel fine* + *tags* floor, story.] *Arch.* The chief story of a house. *bel'm-ter* (bel'm-ter), *n.* 1. To apply or attach letters of the alphabet to. 2. To send letters (written messages) to. *bel'm-try* (bel'm-try), *adj.* Having a bell. (ME. *berfay* movable tower used in sieges, fr. OF. *berfrei*, *berfrei* (F. *berfrei*), fr. OHG. *berufri*, lit. guard (G. *bergen*) peace (L. *fridus*). See *FRIDUS*.) 1. *Mil. Antig.* A wooden tower, usually movable, used by besiegers.

2. A shell for shelter of cattle, carts, etc. *Obs. exc. Dial.* 3. A bell tower, usually attached to a church or other building, but sometimes separate; a campanile.

4. A room in a tower in which a bell is or may be hung; also, a copula, turret, or framework for the same purpose.

5. The lower floor or room under the bells in a tower from which the bell or bells are rung. *Obs. exc. Dial.*

6. *Naut.* The framing by which a ship's bell is suspended.

bel'm (bel'm), *n.* The monetary unit of Belgium, established in 1920, equal to five Belgian paper francs, tenth of the English pound (at par), or \$0.13004. See *Coin, Table*.

Bel'm (bel'm), *n.* [L.] A people, probably of Celtic stock, in Caesar's time occupying northern France and Belgium, prob. the ancestors of the modern Belgians.

Bel'm-an (bel'm-an), *n.* 1. A native or inhabitant of Belgium. *CL. FLEMING, WALLON.*

2. Short for *BELGIAN BARK*, etc. 3. A Belgian breed of draft horses, usually roan or chestnut, with massive, compact bodies and especially well-developed hindquarters.

Bel'm-an, *adj.* Of or pertaining to Belgium. *Bel'm-block*. A stone paving block, cut as a truncated pyramid with base 8 to 6 inches square, depth 4 inches, the face opposite the base not more than 1/2 inch above the base. Hence, any stone paving block.

Bel'm, *With.* See *ZINC*. See *2d GRAYSON*. A kind of hammer used by blacksmiths.

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both the Authorized and Revised Versions. In the New Testament the name became identified with Satan.

What concord hath Christ with Belial? 1 Cor. vi. 15.

2. In Milton's *Paradise Lost*, one of the fallen angels. *Bel'ial* (bel'ial), *adj.* Of or like Belial.

Bel'ial (bel'ial), *v. t.* (AS. *belican*). To lie about or with; encompass; surround; besiege. *Obs.* — *v. s.* To lie or be situated near (to); pertain; belong. *Obs.*

bel'ial, *v. t.*; *bel'ied* (bel'ied); *bel'ying* (bel'ying). (ME. *belien*, *belien*, fr. AS. *belican*; akin to OHG. *belican*. See *bel*, *lie*, *v.*) 1. To tell lies about; to calumniate; slander; defame. "Thou dost belie him, Percy." *Shak.*

2. *Obs.* a. To allege or assert falsely. b. To charge with falsehood; give the lie to. *Jer. v. 12.*

3. To give a false representation or account of; to put a false appearance upon; to misrepresent. *Shak.*

4. To disguise; also, to counterfeit. *Obs.*

5. a. To give the lie to in conduct; to be false or unfaithful to. "Her life as a nation will not belie her great gifts as a country." *G. Duff.* b. To show or prove to be false. *Shak.*

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Bel'ia-m'ma (bel'ia-m'ma), *n.* [Gaulish, from *bel* + *ma* (see *ma*).] A river goddess of the Gauls, identified with the Roman goddess Minerva.

Bel'ia (bel'ia), *n.* [Heb. *belia*, fr. *bel* + *ia* (see *ia*).] *Asyr.* Babylonian deity. The wife of *Bel*, one of the most ancient of Babylonian deities.

bel'ia (bel'ia), *n.* [B. (2d in group) + *ia*.] *CL. exc. CELTIC.* A substance found in Portland cement and supposed to be calcium disilicate.

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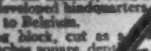
Bel'ia-m'ma (bel'ia-m'ma), *n.* [Asyr. *Bel*, *Belia*, goddess of the steppes.] *Babylonian* deity. A female deity, the underworld goddess *Belia*.



1 Electric Bell; 2 Hand Bell; 3 High Bell; 4 Bell with clapper; 5 Tubular Bell for clock case; 6 Factory Bell; 7 Cast Gong for door.



Bell tower of St. George in Venice.



Bell with clapper.



Bell with clapper.



Bell with clapper.



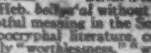
Bell with clapper.



Bell with clapper.



Bell with clapper.



Belladonna Lily

the black berries. The root and leaves are narcotic and anesthetic, and as a powerful purgative are due largely to the alkaloid contained. Called also deadly nightshade.

PLANTS, Florida.

2. The belladonna lily.

Belladonna lily. A South African lily.

Belladonna lily. much cultivated for

lily-like flowers; also, its flower.

Belladonna ointment. Pharm.

containing belladonna extract, w.

petrolatum. It is used as an a.

bell and hanger. Metal. The

large hanger, or cap, closed in

or cone, pulled up from below

over or point) at the top of

furnace, through which the

may be introduced without the

of the gases. U. S.

bell animalcule. Any of many

shaped, stalked, ciliated infusor-

Verticilla and allied genera.

bell arch. A round arch on two

under space below.

bell arch. (bēl'ārch; -mārch; -

stoneware jug of a pattern of

neighborhood of Cologne, Ger.

16th century. It has a bea-

mask supposed to represent Cas-

imir, a leader in the Roman C-

ter Reformation; — called also

longboard.

Bell's lily. (bēl'zē-lī; -lī; -

ing's Tom Jones, a fashion-

lousness manner and prodig-

Bell's lily. (bēl'zē-lī; -lī; -

warrior.) Astron. A bright

Aldebaran of the four form

Orionis. It is a typical be-

bell heeler. Archæol.

bell-heeler or (bēl'hē-ler; -

(*Baridium* *nitratum*)

thoracic appendages.

bell'hood (bēl'hūd; -

(-hūd; -), n. (bell'hood; -

greater or lesser kind of

bell'hood (bēl'hūd; -

are likened to the

sound of a bell; esp.

the rampage

Chamomile (chā-mō-mīl; -

ness) of South

ica, which has

plumage, and

uncle on the

formerly

precious

its note.

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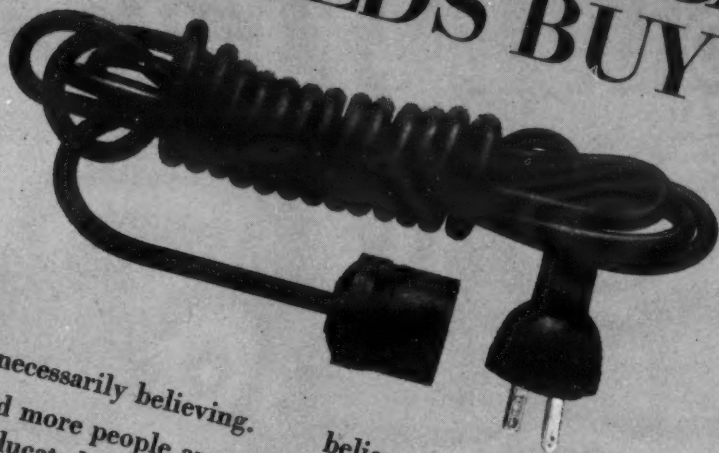
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"THE MORE PEOPLE BELIEVE WHAT YOU SAY— THE MORE YOU SELL." NO WONDER MAGAZINE HOUSEHOLDS BUY MORE!



Nowadays seeing isn't necessarily believing. That's because more and more people are seeing with a pretty well educated mind's eye. It means more and more prospects can't be sold by hand-quicker-than-eye techniques, but must be told sound reasons why they should buy. And that's a job for magazines. Who, what, when, where, other media can tell. But Americans habitually turn to magazines to find out why. Fact is, nearly every person today owes to magazines some of his knowledge, judgments, opinions and convictions — for people

believe what magazines say, in both their editorial and advertising pages. A leading marketer describes it this way:

"The public's attitude is that a magazine advertisement is a sworn statement of fact!"

That kind of faith can — and does! — move mountains of goods. For magazines carry more weight...not only in believability, but also in the buying ability of its readers. How much more is spelled out in the recent "Study of the Magazine Market." For example:

HOUSEHOLDS WITH HEAVIER EXPOSURE TO MAGAZINES OWN 87% MORE ELECTRIC DISHWASHERS THAN THOSE WITH HEAVIER EXPOSURE TO TELEVISION!

Add the facts that households more heavily exposed to magazines own 18% more room air conditioners... 21% more electric shavers... 14% more power lawn mowers — than households more heavily exposed to television, and you get a good idea of why magazines make a Profitable Difference to sellers of automotive products.

any magazine, or MAB, for your copy. The Magazine Advertising Bureau of MPA, 444 Madison Ave., N. Y. 22.

Only magazines give advertisers all these Profitable Differences:

- 1 Market Selectivity
- 2 Permanence
- 3 Color
- 4 Impact
- 5 Believability
- 6 Pace-setting Influence
- 7 Editorial Environment
- 8 Regional Flexibility
- 9 National Coverage

You can get more facts from the brand-new "Study of the Magazine Market." Ask the advertising representative of **MAGAZINES...FOR THE PROFITABLE DIFFERENCE**

Save your shoe leather... pre-shop the markets with EM Week's two spectacular Show Issues. Summer Home Furnishings Market - June 20th. Music Show and Housewares Show - July 11th. All three shows promise a wondrous assortment of new, *must-see* items, but there are still only twenty four hours in a day, even market days. So, wherever you are, study both issues. Blanket distribution of hotels and clubs plus the markets themselves assures you of your own personal copy. Find out, *fast*, what's *really* important, *who* has it, *where* to see it. **Every Monday**, (show times especially), the pros read

ELECTRICAL MERCHANDISING WEEK

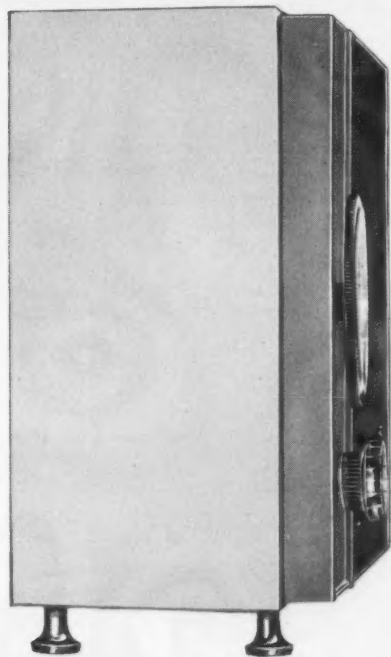


New Zenith styling scoop!



Slimmest, trimmest AC/DC table radio ever!

3 1/4 INCHES THIN—
PACKED WITH FAMOUS
ZENITH PERFORMANCE!



Front and back decorator styling!

**IN CHOICE OF 4 DECORATOR
COLOR COMBINATIONS FOR
EXTRA SPRING-SUMMER SALES
AT SENSATIONAL \$29⁹⁵***

And it sounds as good as it looks!

- All-new Custom-Quality chassis—new slim design plus handcrafted circuitry!
- New, advanced Zenith circuitry increases sensitivity and selectivity—gives powerful AM performance.
- Full, rich tone—4" Zenith quality speaker fortified with Alnico 5 magnet.
- The Zenith Executive, Model F512.
- Distinctive new circular brushed aluminum grille—anodized in harmonizing colors.
- Deluxe modern design—finished back—elegant brass legs—looks good anywhere!
- Four handsome colors: Cordovan brown, green, ivory, beige.

A BLOCK-BUSTER VALUE IN STYLING—PERFORMANCE—CUSTOMER APPEAL AT \$29.95*!
GET IN ON THE PROFITS. SEE YOUR ZENITH DISTRIBUTOR NOW!

ZENITH

*The quality goes in
before the name goes on*



ZENITH RADIO CORPORATION,
CHICAGO 39, ILLINOIS. IN CANADA:
ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONT. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 41 years of leadership in radioelectronics exclusively.
*Manufacturer's suggested retail price. Prices and specifications subject to change without notice.

NEW NO-FROST FREEZER



No more frost-covered packages . . . no troublesome frost on walls or shelves . . . no messy defrosting, because coils are outside the food storage area.

...helps you get your share of the fast-growing freezer market

New RCA WHIRLPOOL upright No-Frost freezer captures and keeps food flavor in "zero-degree" cold, yet there is never any troublesome frost . . . and defrosting is eliminated forever! In addition, upright freezers feature tight-sealing Million-Magnet* doors, new glide-out shelves, built-in can and food package dispensers, super-storage door with extra-deep shelves, flush hinges, exterior signal light. Chest freezers offer an exclusive Fast Freeze Fan (optional); Roll 'n Store* baskets for more convenient "on-top" storage; Freeze 'n Store* shelf, exterior signal light, adjustable counterbalanced lid . . . and many more outstanding features. Ask your RCA WHIRLPOOL distributor for details.

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

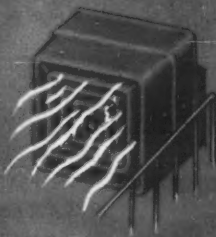
*Tmk.



GI-19V

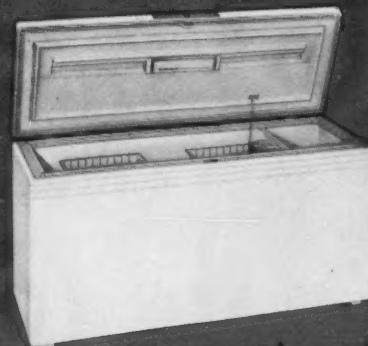
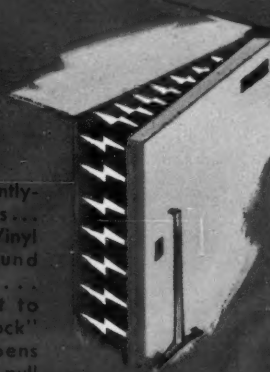
Fast Freeze Fan

This special fan channels a blast of "zero-cold" air against food in the Fast-Freeze compartment . . . freezing it up to twice as fast as ordinary freezers.



Million-Magnet door

A "million" permanently-magnetized particles . . . embedded in the Vinyl door gasket around three sides of door . . . grip the cabinet to "lock" cold in, "lock" heat out. Door opens with slight outside pull or inside push.



GS-21H

A complete line

Available in 5 upright and 5 chest models, ranging in food storage capacity from 368 to 740 pounds, and with interiors of 10 to 21 cubic feet.



Your family will love our family of home appliances

Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan



NEW PRODUCTS

FEATURES THIS WEEK

Range hoods by Trade-Wind, Swanson and Ductless
• Monitor compact freezer • Uher tape recorders •
PLUS HOUSEWARES NEW PRODUCTS ON PAGE 10

TRADE-WIND Ventless Hood

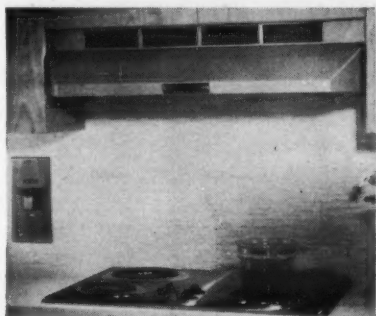
High filtration through the use of 4 extra-large carbon and grease filters which efficiently clean and refresh the air over the range has been engineered into the new ventless hood.

Hood is easily installed in new or existing structures without need for ductwork to outside.

It can be plugged into a convenient outlet or wired through conduit. Built into the hood are dual lifetime super impingement-type grease filters, and dual super absorption activated carbon filters.

The refreshed air is discharged upward and away from cabinet front through a special separate plenum accessory which can be mounted above hood.

Enclosed 120-watt light is built into



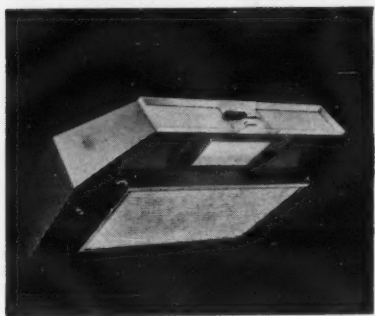
hood and a 5-button switch on the face of hood turns lights on and off and provides 2-speed control for the radial-type multivane impeller.

Available in a choice of 10 brilliant colors and finishes to match practically any built-in appliance, the "Sovereign" is prewired and includes a powerful fan-type blower, rheostat-type slide switch with 101 motor speeds.

SWANSON Ventless Range Hood

Introduction of the self-contained "Sovereign" ventless range hood is announced by Swanson Inc., of Owosso, Mich.

The "Sovereign" hood requires no ductwork for installation. Two filters, one of aluminum to trap grease, and



the other of charcoal to remove smoke and odors and to purify kitchen air quickly and quietly, are provided.

The permanent aluminum filter is easily removable for sudsing in soap and water.

The charcoal filter, also easily removable, needs to be reactivated only once a year by baking it in an oven set at 425 degs. for a period of approximately 30 min.

Available in a choice of 10 brilliant colors and finishes to match practically any built-in appliance, the "Sovereign" is prewired and includes a powerful fan-type blower, rheostat-type slide switch with 101 motor speeds.

An enclosed diffusion type illuminator is also included. Swanson Inc., 607 S. Washington St., Owosso, Mich.

DUCTLESS Announces "Ovenmaster" Hood

The Ductless "Ovenmaster" is a hood for use over built-in ovens that contains an activated charcoal filter to filter odors, smoke and dust.

It also has an aluminum grease filter to stop oily fumes and vapors.

It is completely self-contained, needs no ducts, piping, plumbing or outdoor venting and it takes little space. Easy to install, it slides into a space 5 3/4 in. deep and 6 in. high over any built-in oven.

Only a small hood extending about 5 in. from wall is visible. Connects to a 115-v ac line.

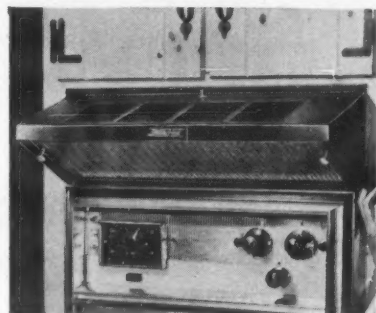
An efficient, quiet motor-blower unit with twin axial-flow squirrel cage fans recirculates kitchen air through the 2 filters every 10 min.

Available in 3 sizes, 22 1/4, 25 1/4 and 31 3/4 in., it is designed to fit over any

built-in oven now being manufactured.

Comes in 6 attractive colors. Also available in stainless steel and antique copper to highlight any color scheme.

The Ductless Hood Co., Inc., 601 Plandome Rd., Manhasset, N. Y.



NEW IDEAS MAKE THE DIFFERENCE IN RONSON PRODUCTS



Another first from Ronson!

New! **CFL Electric Shaver.** Only shaver with "Super-Trim"—separate cutting edge to trim sideburns, moustache, long hairs. *Rated best** of all leading electric shavers. Shaves Closest, Fastest, with the Lightest touch because of flexible, micro-thin shaving head. Suggested retail: \$20.00.

RONSON

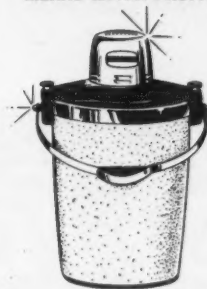
Ronson Corp., Woodbridge, N. J.

One year free service on all Ronson products. 77 national service outlets.

*Certified by York Research Corp.

THIS BRAND
OPENS
NEW FRONTIERS
FOR PROFIT!

HOMEMADE ICE CREAM FUN
MEANS EXTRA PROFITS



Electricity does the work—to build new sales for you in an unsaturated market. Modern polystyrene bucket keeps ice cream 8 times longer. Attractive cover & handle. Also keeps hot or cold foods at serving temperature. Model 2244 Retail \$39.95

specialize in profits with
Silix appliance specialties



The Proctor-Silix Corporation
Philadelphia — Chicago — Canada

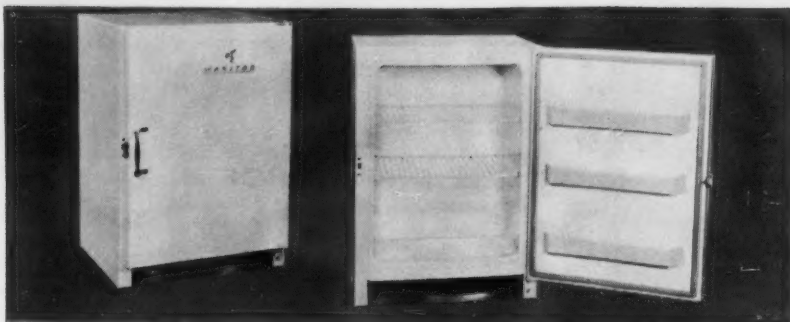
I'M GOIN'
GOLFING



on the
Blackstone
WASHER & DRYER

**ALPINE
HOLIDAY**

You can go too . . . winning is easy . . . but hurry . . . Contest closes July 15th . . . See your Blackstone Distributor . . . or write Blackstone Corp., Allen St., Jamestown, N. Y.



MONITOR Freezer

Monitor Equipment Corp. has added a new upright, compact freezer No. F-4 to its line of compact appliances.

It has 4-cu.-ft. capacity, enough room to store 140 lbs. of frozen food; there are 2 freezer plates for quick freezing; and the freezer is powered

by a 1/5-hp Tecumseh compressor.

Designed as a free-standing, under-the-counter or built-in model, the front opening permits such installation. The door provides handy storage of juice and vegetables, plus easy storage of all food; 34½ in. high.

Price, \$189.95. Monitor Equipment Corp., 640 W. 249th St., New York 71.

UHER Tape Recorders

Kimberley International, importers of Uher tape recorders from West Germany, announces the Stereo Record III tape recorder. With the addition of Stereo Record III Uher will have 4 models in its line.

Features include voice operation and automatic slide projector synchronization. The new unit also provides sound-on-sound, permits playback on 1 track while recording on the other, simultaneously; hysteresis-synchronous motor, stereo record/stereo playback, ability to play 2 and 4-track tapes, jam-proof controls, 3 speeds, digital counter, electron eye-level indicators, stereo/mono facilities for tape deck operation, 40-20,000 cps, recording of quarter-track mono/stereo, and is completely self-contained. Since amplifiers and speakers are built-in no outside equipment is



necessary. Comes complete with 2 dynamic high impedance microphones, built-in stereo amplifiers, stereo speaker system and handsome carrying case.

Price, \$399.50. Akustomat accessory for voice and automatic slide, \$44.95. Kimberley International Ltd., 346 W. 44th St., New York 36.



A Frigidaire dealer talks about his franchise.

Jack Quinn was practically born into the appliance business. Now he's President of Quinn's, Inc., Braddock, Pennsylvania. And through the years, he's seen a "picture gallery" of changes in appliance styling. Here's how he rates Frigidaire.

"Frigidaire has the look that sells!"

"Take this new Frigidaire Flair range. What a knockout! When you see it, you want it. And the Sheer Look has been bringing customers in for years.

For my money, you just can't beat Frigidaire styling."

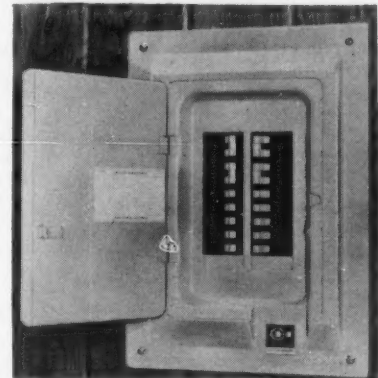
Yes, appliance styling must *sell* to be a success. More importantly, it must add beauty and distinction inside the home. Such advanced styling is another big plus for franchised Frigidaire dealers.

FRIGIDAIRE
DIVISION OF GENERAL MOTORS

BRIEFS

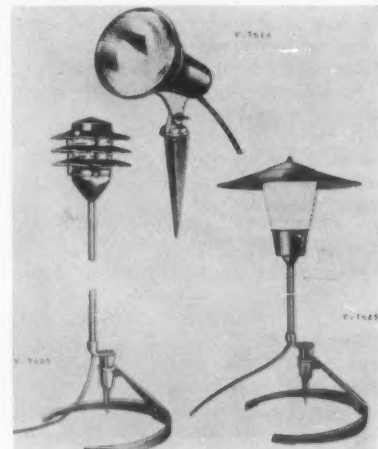
NuTone has added a cartridge tape recorder and player to its recently announced built-in stereo-intercom system. With the NuTone system, stereo can be directed anywhere. Dual speakers are located in house or yard.

When not in use it folds back into the wall. NuTone Inc., Madison and Red Bank Rds, Cincinnati 27.



Cutler-Hammer has combined style, color and new design features in its new line of circuit breakers for modern "housepower" protection. Styled with appliance-like lines and a muted sandalwood finish, the C-H Safety-breaker blends with any decor, making it suitable for installation in kitchen, family room or den. Available in sizes from 2 to 42 circuits. Cutler-Hammer, 315 N. 12th St., Milwaukee, Wis.

Virden announces a new line of outdoor lighting fixtures including portable units for gardens and walkways; spotlights; wall lanterns finished in black and brass, and outdoor post "maintenance-free" units of a new material called Kralon. Virden Lighting Div., John C. Virden Co., 5209 Euclid Ave., Cleveland 3.



Presto!



"They copied all they could follow,
But they couldn't copy my mind,
And I left 'em sweating...
A year and a half behind"

—KIPLING

* Innovation *plus* Quality...

in the first completely washable coffeemaker in stainless steel!

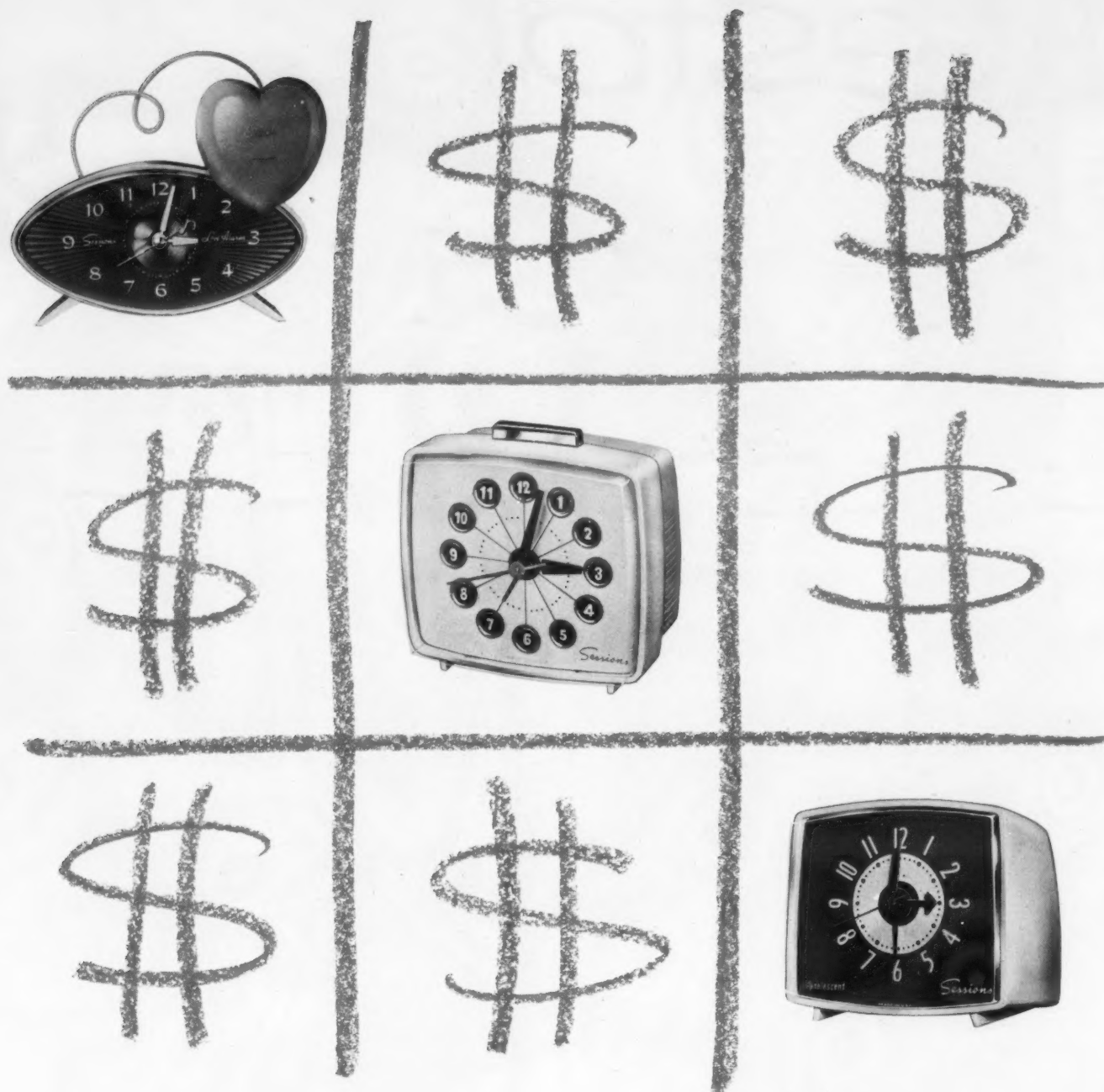
In coffeemakers, too, Presto IQ opens up exciting new sales and profit opportunities for you! For Presto is first with the features your customers want most. *First* with a completely washable coffeemaker in stainless steel... *first* with submersibility and a wide open spout that cleans easily as a cup! These fundamental firsts are just a few results of Presto IQ working for you in electric housewares. Look at Presto's record:

- **First** with the pressure cooker for home use
- **First** with the electric pressure cooker
- **First** with the family-size deep fryer
- **First** with the electric skillet
- **First** with the tap-water steam iron
- **First** with a family of eight "probe" appliances
- **First** with a portable electric oven using a removable heat control

© N.P.I.I., 1960

PRESTO®

NATIONAL PRESTO INDUSTRIES, INC., EAU CLAIRE, WIS. • IN CANADA: PRESTO DIVISION—GENERAL STEEL WARES, LTD., TORONTO



TICK-TOCK-DOUGH

(lots and lots for eager retailers!)

SESSIONS makes the line . . . you win every time! Here's how: stock the hottest clock line in the entire clock industry and ride with the most exciting promotional push in the country! A tremendous full-color campaign in THIS WEEK is starting things...a coupon-pulling full-color ad in HOUSE BEAUTIFUL keeps them moving! And clocks like the sensational LOVE-ALARM, DOZE-ALARM and MOON-GLOW clinch things right in your store! Play the SESSIONS way and you'll cash in across the board! The Sessions Clock Company, Forestville, Connecticut, U.S.A.

SESSIONS

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This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING WEEK assumes no responsibility for errors or omissions.



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HU. 2-5450

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SCOTT HUBBARD
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DO. 2-4600

FINANCIAL REPORTS

Admiral Corp.—For first quarter 1960: consolidated net sales, \$48,413,663, up 8% over \$44,739,388 for same period in 1959; net earnings after taxes were \$763,375, equal to 32¢ per share, compared with last year's first-quarter earnings of \$711,644, equal to 30¢ per share.

Whirlpool Corp.—For first quarter 1960: net sales, \$103,940,457, compared with \$98,986,081 for same period in 1959; net income, \$4,023,905 equal to 62¢ per common share after provision for preferred dividends, compared with \$5,076,447 and 79¢ per share for same period a year ago.

Ronson Corp.—For first quarter 1960: net sales, \$8,207,893, increased

15% over \$7,151,585 for same period in 1959.

Maytag Co.—For first quarter 1960: net sales, \$32,363,908, up 2% over \$31,722,088 for same period in 1959; net earnings \$3,327,162, equal to \$1.02 per common share, compared to \$3,255,746 and 98¢ per share a year ago, after adjustment for last year's stock split.

Arvin Industries, Inc.—For first quarter 1960: net sales, \$17,294,789, up 8.5% over \$15,938,426 for same period in 1959; net income, \$545,892, equal to 48¢ per share, compared with \$512,233 and 45¢ per share a year ago.

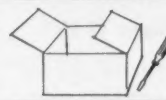
Motorola Inc.—For first quarter 1960: net sales, \$70,297,042, up 10% over \$63,653,184 for same period in

1959; net earnings, \$3,036,475, equal to \$1.51 per share, compared with \$2,616,427 and \$1.35 per share a year ago.

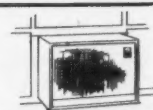
General Electric Co.—For first quarter 1960: net sales, \$957,433,000, off 2% from \$976,568,000 for same period in 1959; net earnings, \$52.6 million, equal to 60¢ per common share and 5.5¢ per dollar of sales, compared with \$52.8 million, 60¢ per common share and 5.4¢ per dollar of sales a year ago.

Tappan Co.—For first quarter 1960: net sales, \$16,886,392, compared with \$16,526,523 for same period in 1959; net earnings, \$452,992, equal to 53¢ per share, compared with \$740,250 and 87¢ per share a year ago, adjusted for stock split last May.

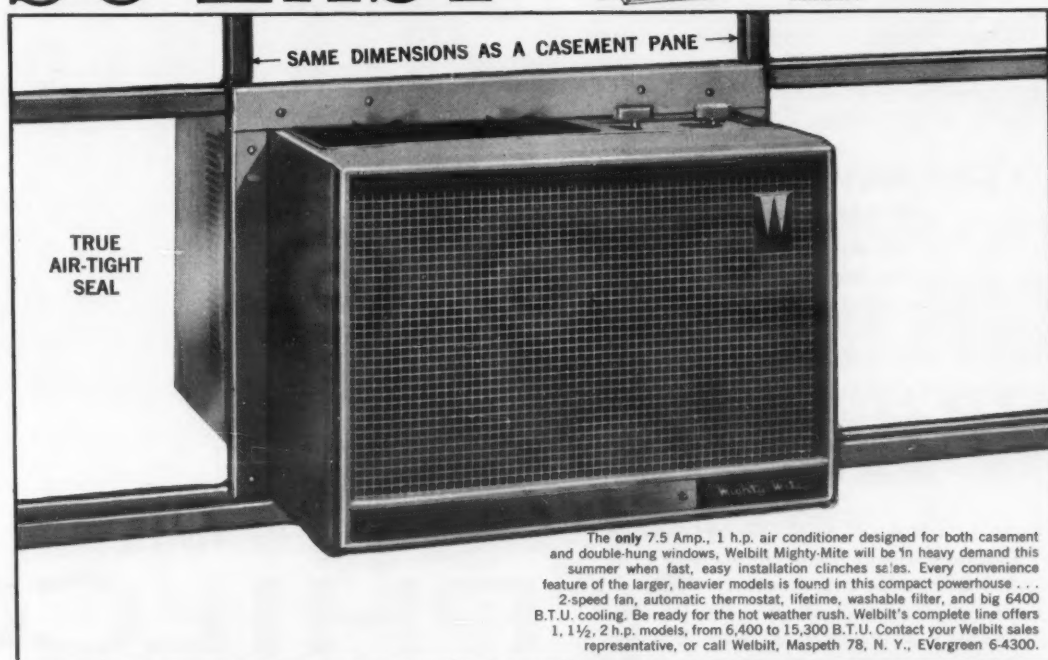
ONLY WELBILT MIGHTY-MITE • 6400 B.T.U. • AIR CONDITIONER INSTALLS IN CASEMENT WINDOWS SO FAST SO EASY



In only a few minutes, the powerful little Mighty-Mite is out of the carton and in the window, casement or double-hung, ready to start its 6400 B.T.U. cooling.



Same dimensions as the standard casement window pane—that's why Mighty-Mite is so easy to install! Universal mount for equally simple double-hung installation.



The only 7.5 Amp., 1 h.p. air conditioner designed for both casement and double-hung windows, Welbilt Mighty-Mite will be in heavy demand this summer when fast, easy installation clinches sales. Every convenience feature of the larger, heavier models is found in this compact powerhouse... 2-speed fan, automatic thermostat, lifetime, washable filter, and big 6400 B.T.U. cooling. Be ready for the hot weather rush. Welbilt's complete line offers 1, 1½, 2 h.p. models, from 6,400 to 15,300 B.T.U. Contact your Welbilt sales representative, or call Welbilt, Maspeth 78, N. Y., Evergreen 6-4300.

WELBILT CORPORATION, MANUFACTURERS OF WELBILT AIR CONDITIONERS, GAS RANGES, ELECTRIC RANGES, BUILT-IN RANGES, DETROIT JEWEL RANGES, WEDGEWOOD-HOLLY RANGES, GARLAND GAS AND ELECTRIC COMMERCIAL COOKING EQUIPMENT, CENTRAL AIR CONDITIONING AND HEATING EQUIPMENT.

WORLD'S GREATEST TV PERFORMANCE!

NEW PHILCO

Compact 19

With Exclusive New **MARK II** **COOL-CHASSIS**
Outperforms Consoles Costing Hundreds More!

All new PHILCO 19"

(OVER-ALL DIAG. MEAS., 172 SQ. IN. VIEW AREA)

WIDE SCREEN!
18.5 KV POWER!

Every dealer who has plugged in and played the new Philco Compact 19 is raving about its performance, beauty, compactness! Alongside other Portables, Table Models, even Consoles costing *hundreds* more — Philco Compact 19 outplays 'em all!

New COOL-CHASSIS gives 76% longer TV life!

Philco's Cool-Chassis is already the talk of the industry! It's the only chassis that beats the heat, major cause of all TV breakdowns. It eliminates trapped heat, service headaches, extends TV life! Now Philco Compact 19 has the new, super-powered Mark II Cool-Chassis . . . 18,500 volts of picture power — plus gated AGC, new tubes, new components—to give the greatest performance ever packed into a TV set of its size.

New Compact Coordinates help you boost each unit of sale!

Philco has created 3 stunning new Tele-Stands to complement Compact 19 TV! They're optional, extra, but a natural add-on to boost your unit of sale! Now, with super-powered Mark II Cool-Chassis, these Philco Compact 19's are the greatest TV buys ever! Nothing—absolutely nothing on the market today—can touch them for performance, reliability, newness, value, sales appeal!

All new Mark II Cool-Chassis! Gold or Platinum metallic finish. Exclusive Flying Dot Dial. All Front Controls. Finished Back. Sound out Front. Twin Pivot-Tenna. Transformer Powered. All new exclusive Picture Tube. Perfect for built-ins, portable use.



Model 3704 GL (Gold). ST471 Walnut Tele-Stand with wheels.


SUGGESTED
LIST PRICES
START AT

\$189⁹⁵

Model 3702, Base extra

Call your Philco distributor today!

PHILCO

 Famous for Quality the World Over

A Quick Check of **BUSINESS TRENDS**

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1957 = 100)	130	133	104	25% up* (Jan. 1960 vs. Jan. 1959)
RETAIL SALES total (\$ billions)	18.2	18.1	17.9	1.7% up* (March 1960 vs. March 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	327	336	332	1.5% down (March 1960 vs. March 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	281	285	282	0.4% down (March 1960 vs. March 1959)
FAILURES of appliance-radio-TV dealers	34	27	28	21.4% up (April 1960 vs. April 1959)
HOUSING STARTS (thousands)	110.4	97.0	142.2	22.3% less (April 1960 vs. April 1959)
AUTO OUTPUT (thousands)	151.3**	142.**	135.9**	6.5% up
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.7+	18.8+	17.7+	5.6% up (1st quarter 1960 vs. 1st qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	345.3+	340.8+	327.4+	5.5% up (1st quarter 1960 vs. 1st qtr. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	24.6+	23.7+	23.5+	4.7% up (1st quarter 1960 vs. 1st qtr. 1959)
EMPLOYMENT (thousands)	66,159	64,267	65,012	1.8% up (April 1960 vs. April 1959)

*New index being used. Federal Reserve Bulletin, Jan. 1960
 **Figures are for week ending May 14, 1960 and preceding week (revised)
 + Figures are for quarters
 + + Federal Reserve Bulletin figures (revised)

A Quick Check of **INDUSTRY TRENDS**

An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week are shown in **bold-face type**.

		1960 (Units)	1959 (Units)	% Change
DISHWASHERS	Mar.	55,100	43,800	+25.80
	3 Mos.	138,300	119,100	+16.12
DRYERS, Clothes, Electric	Mar.	60,946	68,670	-11.25
	3 Mos.	205,021	216,685	-5.38
Gas	Mar.	29,259	29,764	-1.70
	3 Mos.	105,154	106,243	-1.03
FOOD WASTE DISPOSERS	Mar.	71,000	61,600	+15.26
	3 Mos.	179,100	169,100	+5.91
FREEZERS	Mar.	112,200	121,400	-7.58
	3 Mos.	262,800	290,800	-9.63
PHONOGRAPHS, Monaural	Feb.	90,854	164,873	-44.89
	2 Mos.	209,254	349,020	-40.05
Stereo	Feb.	324,666	188,750	+72.01
	2 Mos.	665,995	366,086	+81.92
RADIOS, Home-Portable-Clock	Week May 6	205,995	132,336	+55.66
(production)	18 Weeks	3,641,918	2,987,017	+21.92
RADIOS, Automobile (production)	Week May 6	110,266	111,747	-1.33
	18 Weeks	2,372,848	1,898,442	+24.99
TELEVISION (production)	Week May 6	103,432	106,359	-2.75
	18 Weeks	2,106,587	1,888,265	+11.56
REFRIGERATORS	Mar.	338,100	333,700	+1.32
	3 Mos.	907,200	896,100	+1.24
RANGES, Electric—Standard	Mar.	85,800	102,200	-16.05
	3 Mos.	236,700	267,400	-11.48
Built-in	Mar.	70,600	70,400	+ .28
	3 Mos.	176,400	160,600	+9.84
RANGES, Gas—Standard	Mar.	143,200	146,300	-2.12
	3 Mos.	389,200	408,700	-4.77
Built-in	Mar.	31,100	24,900	+24.90
	3 Mos.	77,200	63,600	+21.38
VACUUM CLEANERS	Mar.	339,918	346,557	-1.92
	3 Mos.	892,731	860,469	+3.75
WASHERS, Automatic & Semi-Auto	Mar.	244,488	248,729	-1.71
	3 Mos.	669,894	701,577	-4.52
Wringer & Spinner	Mar.	63,125	80,939	-22.01
	3 Mos.	175,924	214,808	-18.10
WASHER-DRYER COMBINATIONS	Mar.	18,746	16,207	+15.67
	3 Mos.	49,029	53,715	-8.72
WATER HEATERS, Electric (Storage)	Mar.	75,100	74,900	+ .26
	3 Mos.	184,300	213,100	-13.51
WATER HEATERS, Gas (Storage)	Mar.	243,700	265,900	-8.35
	3 Mos.	674,200	791,800	-14.85

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

FREE BOOKLET

**Facts
about
a new
profit
opportunity
in a fresh
new market**

The market for *better air* is a vast one—and growing daily. Electro-Klean removes up to 90% of air borne dust, dirt and pollen from indoor air. It fills a vital need for homeowners who want cleaner, healthier homes.

If you are looking for a new source of profit... if you can arrange for installation in new or existing homes, Electro-Klean offers you substantial profit opportunities. No price-cutting competition. No comparable "whole home" air filter available anywhere near the price. A booming market—a full profit on every sale. Mail coupon for full information.



American Air Filter COMPANY, INC.
 215 Central Avenue, Louisville 8, Kentucky

Gentlemen: I would like to judge for myself whether or not Electro-Klean is right for my type of store. Please send me a copy of your booklet, directed specifically to appliance dealers.

NAME _____

FIRM _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

**CONVENIENT
EVERY-MONDAY
FREQUENCY...
EASY-TO-READ
EDITING
SPECIALIZED
WRITTEN ABOUT
THIS BUSINESS ONLY...
BY PROS FOR PROS
NEWS IN DEPTH
ALL THE FACTS,
AND WHAT THEY MEAN
TO YOU**

EVERY MONDAY THE PROS READ

MERCHANDISING WEEK



**I'M GOING
FISHIN'**



on the

**Blackstone
WASHER & DRYER**

**ALPINE
HOLIDAY**

You can go too... winning is easy... but hurry... Contest closes July 15th... See your Blackstone Distributor... or write Blackstone Corp., Allen St., Jamestown, N. Y.



**Quality appliances
deserve Quality parts...**

Always use FSP parts for RCA WHIRLPOOL appliances to maintain their original high quality. Manufactured to factory specifications, FSP parts fit right . . . last long . . . keep customers happy *and* help you make a service profit.

FREE Revealing book gives facts on parts quality every serviceman should know. Order your copy today—no obligation whatever.

Service Department B, Whirlpool Corporation, St. Joseph, Michigan

Name _____
Address _____
City _____ State _____

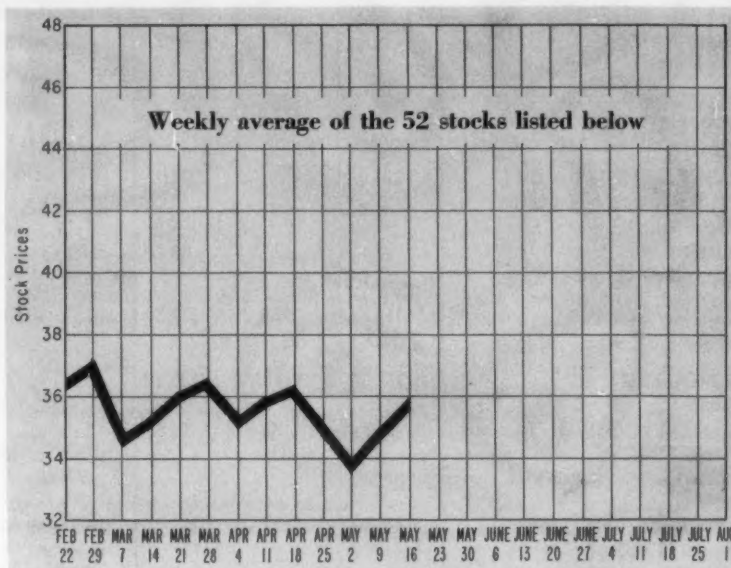
Factory Specification Parts for
 **Whirlpool** HOME APPLIANCES
meet the toughest specifications in the industry

Service Division, Whirlpool Corporation, St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

TAKING STOCK

A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.

STOCKS AND DIVIDENDS
IN DOLLARS

STOCKS AND DIVIDENDS IN DOLLARS	1960 HIGH- LOW	CLOSE MAY 9	CLOSE MAY 16	NET CHANGE
NEW YORK EXCHANGE				
Admiral	23 $\frac{7}{8}$	16 $\frac{1}{4}$	17 $\frac{1}{4}$	17 $\frac{3}{8}$ + $\frac{1}{8}$
American Motors 1	29 $\frac{1}{2}$	22 $\frac{1}{4}$	26	25 $\frac{1}{4}$ — $\frac{3}{4}$
Arvin Ind. 1	27 $\frac{1}{2}$	21 $\frac{7}{8}$	22 $\frac{3}{4}$	23 $\frac{5}{8}$ + $\frac{7}{8}$
Borg Warner 2	48 $\frac{1}{2}$	36 $\frac{1}{4}$	37 $\frac{1}{2}$	37 $\frac{1}{4}$ — $\frac{1}{4}$
Carrier 1.60	41 $\frac{3}{4}$	32 $\frac{1}{8}$	32 $\frac{1}{4}$	32 $\frac{1}{8}$ — $\frac{1}{8}$
CBS 1.40B	45	36 $\frac{3}{8}$	38 $\frac{3}{8}$	39 $\frac{3}{4}$ + $\frac{1}{8}$
Chrysler 1	71 $\frac{7}{8}$	42 $\frac{1}{8}$	44 $\frac{3}{8}$	47 $\frac{1}{2}$ + $\frac{2}{8}$
Decca Records IXD	32	17 $\frac{3}{8}$	27 $\frac{1}{4}$	32 + $\frac{4}{4}$
Emerson Electric 1	45 $\frac{3}{8}$	33	43 $\frac{1}{4}$	45 $\frac{1}{2}$ + $\frac{2}{4}$
Emerson Radio .50F	18 $\frac{3}{8}$	11 $\frac{1}{8}$	12 $\frac{3}{8}$	13 $\frac{3}{8}$ + $\frac{1}{4}$
Fedders IXD	20 $\frac{3}{8}$	16 $\frac{7}{8}$	17 $\frac{1}{4}$	17 $\frac{3}{8}$ + $\frac{3}{8}$
General Dy. 2	53 $\frac{3}{8}$	38	40 $\frac{1}{4}$	45 $\frac{3}{8}$ + $\frac{5}{8}$
General Elec. 2	99 $\frac{1}{8}$	84 $\frac{5}{8}$	89 $\frac{1}{2}$	88 $\frac{3}{4}$ — $\frac{3}{4}$
General Motors 2XD	55 $\frac{7}{8}$	43	43 $\frac{3}{8}$	44 $\frac{1}{2}$ + $\frac{7}{8}$
General Tele. 2.20	87	70 $\frac{5}{8}$	82 $\frac{3}{8}$	83 $\frac{5}{8}$ + $\frac{1}{2}$
Hoffman Elec. .60	27 $\frac{5}{8}$	18 $\frac{1}{8}$	19 $\frac{3}{8}$	20 + $\frac{5}{8}$
Hupp CP. $\frac{3}{4}$ F	13 $\frac{1}{4}$	8 $\frac{7}{8}$	9 $\frac{3}{8}$	9 $\frac{3}{4}$ + $\frac{1}{8}$
Magnavox 1	50 $\frac{1}{4}$	31 $\frac{3}{4}$	46 $\frac{1}{4}$	50 $\frac{1}{4}$ + 4
Maytag 2A	44 $\frac{1}{2}$	35 $\frac{1}{4}$	36 $\frac{3}{8}$	36 $\frac{1}{2}$ — $\frac{1}{8}$
McGraw-Edison 1.40	45 $\frac{3}{4}$	38 $\frac{1}{4}$	38 $\frac{7}{8}$	40 $\frac{3}{8}$ + $\frac{1}{2}$
Minn. Mining & Mfg. 1.60	214	161 $\frac{1}{4}$	191 $\frac{3}{4}$	202 + $\frac{10}{4}$
Montgomery Ward 2	55 $\frac{3}{8}$	42 $\frac{1}{2}$	43 $\frac{3}{8}$	47 + $\frac{3}{8}$
Monarch .20EXD	19 $\frac{7}{8}$	12 $\frac{7}{8}$	12 $\frac{3}{8}$	13 $\frac{3}{8}$ + $\frac{3}{4}$
Motor Wheel 1	23 $\frac{1}{4}$	16	17 $\frac{1}{4}$	16 $\frac{1}{4}$ + 1
Motorola 1.50	178	140	170 $\frac{1}{2}$	169 $\frac{3}{4}$ — $\frac{3}{4}$
Murray CP	28 $\frac{1}{2}$	24 $\frac{3}{4}$	26	25 $\frac{3}{8}$ — $\frac{3}{8}$
Philco $\frac{1}{4}$ G	38 $\frac{1}{4}$	26 $\frac{3}{8}$	31 $\frac{1}{8}$	32 $\frac{5}{8}$ + $\frac{1}{2}$
R.C.A. 1B	78 $\frac{3}{8}$	59 $\frac{1}{2}$	74 $\frac{1}{4}$	76 $\frac{1}{4}$ + 2
Raytheon 2.37T	53 $\frac{3}{8}$	35 $\frac{1}{2}$	38	43 + 5
Rheem .60	28 $\frac{7}{8}$	18 $\frac{1}{2}$	19 $\frac{1}{4}$	20 + $\frac{3}{4}$
Ronson .60	12	9 $\frac{3}{4}$	10 $\frac{1}{4}$	10 $\frac{3}{8}$ — $\frac{1}{8}$
Roper GD	21 $\frac{1}{2}$	14 $\frac{1}{8}$	15 $\frac{1}{8}$	14 $\frac{1}{2}$ — $\frac{3}{8}$
Schick	16 $\frac{3}{4}$	10 $\frac{1}{2}$	11 $\frac{3}{8}$	12 $\frac{3}{8}$ + 1
Siegler Corp. .20R	40 $\frac{3}{8}$	29 $\frac{1}{4}$	38 $\frac{1}{2}$	40 $\frac{1}{2}$ + 2
Smith A. O. 1.60A	53 $\frac{3}{8}$	34 $\frac{5}{8}$	35 $\frac{3}{8}$	36 + $\frac{1}{8}$
Sunbeam 1.40A	64 $\frac{1}{2}$	50 $\frac{1}{2}$	51 $\frac{3}{8}$	51 $\frac{1}{2}$ + $\frac{1}{8}$
Welbilt .10G	7 $\frac{7}{8}$	5 $\frac{3}{8}$	5 $\frac{5}{8}$	6 $\frac{3}{8}$ + $\frac{3}{8}$
Westinghouse 1.20	57 $\frac{1}{4}$	45 $\frac{1}{2}$	54	55 $\frac{1}{8}$ + $\frac{1}{8}$
Whirlpool 1.40	34 $\frac{3}{8}$	24	24 $\frac{3}{4}$	24 $\frac{1}{4}$ — $\frac{1}{2}$
Zenith 1.60	116	89 $\frac{1}{8}$	100 $\frac{1}{4}$	101 $\frac{1}{4}$ + 1
AMERICAN EXCHANGE				
Casco Pd. .30G	9 $\frac{1}{4}$	6 $\frac{3}{4}$	8 $\frac{1}{2}$	8 — $\frac{1}{2}$
Century Elec. $\frac{1}{2}$	9 $\frac{7}{8}$	7 $\frac{3}{4}$	8 $\frac{1}{4}$	8 $\frac{1}{4}$ —
Du Mont Lab.	10	6 $\frac{1}{2}$	8 $\frac{7}{8}$	8 $\frac{3}{4}$ — $\frac{1}{8}$
Herold Rad.	7 $\frac{7}{8}$	4 $\frac{5}{8}$	5 $\frac{1}{4}$	4 $\frac{7}{8}$ — $\frac{3}{8}$
Ironrite .20	10	6 $\frac{7}{8}$	8 $\frac{7}{8}$	7 $\frac{3}{8}$ — 1
Lamb. Ind.	9 $\frac{3}{8}$	4 $\frac{5}{8}$	7 $\frac{3}{8}$	8 + $\frac{1}{8}$
Muntz TV	6 $\frac{1}{2}$	4 $\frac{3}{8}$	4 $\frac{1}{4}$	4 $\frac{1}{2}$ — $\frac{1}{4}$
National Presto	12	10 $\frac{5}{8}$	11	11 $\frac{3}{8}$ + $\frac{3}{8}$
Proctor-Silex	9 $\frac{1}{8}$	6 $\frac{5}{8}$	8 $\frac{1}{4}$	8 $\frac{1}{4}$ —
MIDWEST EXCHANGE				
Knapp-Monarch	—	—	5 $\frac{5}{8}$	5 $\frac{5}{8}$ —
Trav-ler Radio	—	—	7 $\frac{7}{8}$	7 $\frac{7}{8}$ —
Webcor	—	—	10	10 $\frac{1}{8}$ + $\frac{1}{8}$

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. I—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: The market continued to advance last week and EM Week's average rose a full point over last week's reading of 34½. An irregular pattern may set in however, due to the recent international tensions and the gains as registered may fall to the uncertainty created by recent events. There were some big gainers among the 52 key

stocks. Minn. M&M, which has shown no indications of slipping, rose 10 1/4 pts. while recording a new high of 214. General Dy., Decca, Raytheon and Magnavox mirrored the new market interest while recording substantial gains. The week-long period saw nine new lows and five new highs registered in the market trading.

HOW'S BUSINESS?

Here's the answer for 27 key markets which cover 18% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with an authentic, timely index of retail sales. It's an ELECTRICAL MERCHANDISING WEEK exclusive.

Mar. 1960 vs. Mar. 1959	00											
3 Mos. 1960 vs. 3 Mos. 1959	00											
IN THE EAST		Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-Washers	Room Air Conditioners	TV		
United Illuminating Co.		-1	+26	+10	+78	+4	-1	0	+611	+20		
N. Y. State Elec. & Gas Corp.		+6	+25	+5	+50	-2	+17	+37	+605	+18		
Jersey Central Power & Light		-12	-17	-2	-11	-8	-6	0	+122	*		
New Jersey Power & Light Co.		+6	+4	+9	-17	+8	+6	0	+30	*		
Philadelphia Elec. Assoc.		+22	+20	-3	+10	+29	+36	+38	+193	+19		
Pennsylvania Electric Co.		+13	+14	-2	+2	+16	+27	+40	+79	+7		
West Penn Power Co.		+7	+4	+20	+18	+23	-25	+27	+114	+6		
		+11	+17	+20	+33	+2	+6	+19	+69	-3		
		+25	+62	-13	-2	+7	+42	+45	+39	+25		
		+17	+48	+2	-21	+1	+20	+41	+25	+10		
		+3	+23	-6	-15	+4	+6	+13	+191	+11		
		+7	+18	-7	-9	+2	+4	+24	+47	0		
		+8	+25	+33	+39	+15	+36	+7	-14	+36		
		+9	+13	+19	+18	+7	+24	+1	-16	+14		
IN THE MIDWEST												
Dayton Power & Light Co.		-18	-16	-11	-22	-21	-31	0	+108	-20		
Central Illinois Public Service		-12	-1	-10	-9	-18	-27	+23	+36	-9		
Kansas Gas & Electric Co.		-10	+9	-3	-3	-10	-8	+34	+28	+3		
Kansas Power & Light Co.		-6	0	-6	-3	-13	-20	+8	+24	-3		
Nebraska-Iowa Elec. Council		-14	-2	+5	+19	-26	+18	0	-20	-10		
		-3	+1	-5	+29	-8	+6	+19	-29	-3		
		-10	-6	-9	-35	-9	-3	*	-8	-9		
		-4	-7	-8	-7	-8	-12	*	-19	-2		
		-49	-45	+12	-39	-46	-29	-57	+1933	-50		
		-21	-25	+15	-25	-14	-9	-31	+149	-15		
IN THE SOUTH												
Kentucky Utilities Co.		-8	-20	-13	-19	-16	+10	+30	+67	+11		
Chattanooga Elec. Power Bd.		-3	+2	-3	-12	-16	-3	+16	+79	+7		
Nashville Elec. Service		-2	-28	-18	-27	-1	+102	+58	+53	+17		
Florida Power & Light Co.		+5	-11	+9	-7	-9	+9	+102	-33	+6		
Florida Power Corp.		-2	-10	+2	+6	*	+46	*	*	*		
Tampa Electric Co.		+10	0	+4	+2	*	+12	*	*	*		
		+22	-24	-1	-10	+3	+8	+22	-28	+7		
		-3	+1	+1	-23	-9	+9	+41	-6	+20		
		0	-7	+3	-4	-29	-48	+14	-5	0		
		-3	+4	-10	-6	-23	-21	+12	-10	-1		
		+5	+5	+6	+39	+7	-33	+6	-21	+10		
		-5	-17	-11	+29	+5	-24	+11	-9	-7		
IN THE SOUTHWEST												
Dallas Power & Light Co.		+31	+44	+23	*	+67	+66	+62	-63	+12		
Gulf States Utilities Co.		+12	+36	+19	*	+52	+64	+25	-72	+8		
El Paso Electric Co.		*	*	-13	-2	*	-6	*	*	*		
Southwestern Electric Power		*	*	-1	+17	*	+8	*	*	*		
New Orleans Public Service		+13	-1	-22	-13	*	-42	+74	-13	-28		
		-11	-17	-25	-41	*	-25	+28	-46	-29		
		-1	-9	+1	-61	+14	+14	-5	-13	-1		
		+7	+2	0	-35	-4	0	+6	+1	0		
		-19	-41	+17	*	-21	-57	-53	-20	-17		
		-13	-27	+34	*	-16	-31	-25	-17	-5		
IN THE WEST												
Idaho Power Co.		-11	-13	-21	-1	-20	+3	*	*	*		
Pacific Gas & Electric Co.		-9	+1	-10	-8	-12	-2	*	*	*		
Pacific Power & Light Co.		+8	+21	+31	-5	+18	+11	+13	+61	+10		
Washington Water Power Co.		+16	+21	+26	+10	+9	+3	+23	+50	+1		
		-2	+20	-2	-15	-4	-5	+35	+24	-6		
		0	+19	-7	-3	-4	-5	+15	+3	-9		
		-21	+3	-27	-34	-36	-28	+67	+1900	-5		
		-12	-25	-13	-10	-28	-19	+57	+700	-20		
NATIONAL												
Mar. 1960 vs. Mar. 1959		+6	+7	+5	-5	+2	+4	+23	-8	+8		
3 Mos. 1960 vs. 3 Mos. 1959		+5	+10	+5	-9	-1	+3	+27	-11	+3		

0 = No Change

* = Not Available

Business Heads Up in March

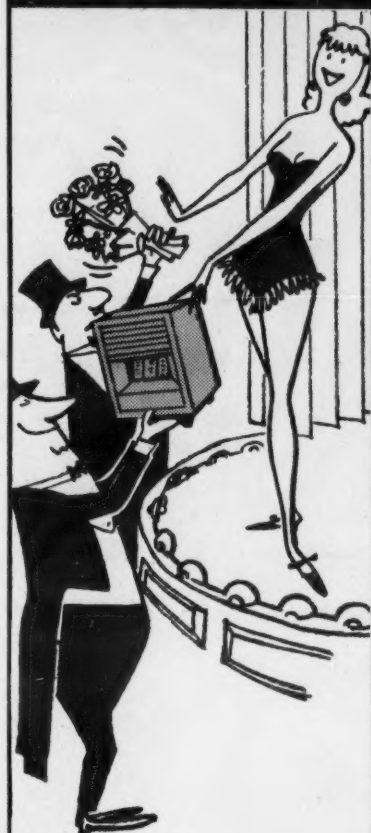
Business is up in seven of the nine categories according to March reports submitted by 27 of the leading utilities around the nation. Only water heaters, down 5%, and air conditioners with a decrease of 8%, were on the negative side. Leading the appliances for the third straight month were dishwashers, whose sales have registered percentage increases of 28, 28 and 23 over corresponding months for 1959. Refrigerators and freezers also have

shown gains for the first three months of 1960. However, water heaters and washers have lagged behind their 1959 pace.

With the arrival of the spring weather, promotions are swinging into gear. Out in the Northwest, where the weather has been generally bad, dealers are getting ready for an air conditioner push. At present, though, dealers are discouraged with the sales in that area. The weather is blamed as the chief

culprit in the disappointing sales. Business in the Southwest is good. In spite of unseasonably cool weather, which may be the reason for the falling off of air conditioner sales, dealers appear especially encouraged by the brisk sales of ranges, dryers and freezers. Hard snows and zero temperatures hit the Midwest during March; shopper traffic during the first few weeks of March was virtually stopped due to the blizzard conditions. In the eastern regions sales were slow, with the figures revealing little in the way of a trend.

EVERYONE'S A CUSTOMER
FOR A DEARBORN



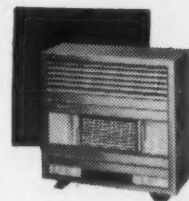
"...for me?"

It's just what the doctor ordered to avoid chilling drafts... provides comfort for your customers in any condition. All your customers will agree, too, when you show them just a few of Dearborn's outstanding features — the famous Cool Safety Cabinet, Hi-Crown burner that's guaranteed for life, and, of course, the most stylish design in the industry. For good looks and good heating, Dearborn is tops!



THERMO-THRUST
BLOWER

Puts a carpet of warm air across the floor, up to twice as much air delivery. Movable louvers allow directional warm air flow control. Standard on all Regency models.



The Dearborn Regency is the world's finest gas area heater. Lower, longer and loaded with sell-on-sight appeal!

Dearborn

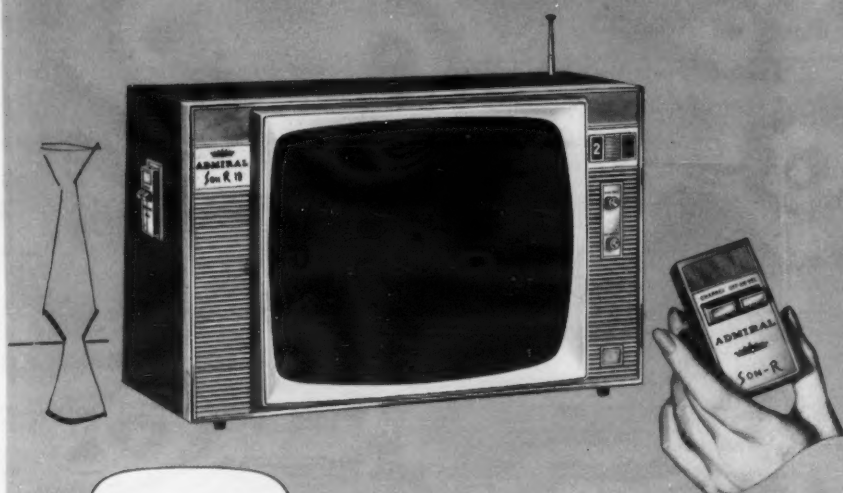
Get details of Dearborn's clean-cut selling policy from any of these regional sales offices: Atlanta, Chicago, Dallas, Los Angeles, San Francisco.



1960 Dearborn Stove Co., Dallas

New Remote Control 19 inch Portable TV

Wireless Super SON-R does what others only pretend to do! Not only turns TV on, changes channels and adjusts the volume—also turns TV completely off! No tubes are left burning inside the set! Admiral quality 19" SON-R TV is available in five rich finishes. *The Diplomat*: PS19J160 Series in charcoal, mahogany or blonde oak finishes. *The Aristocrat*: PS19J170 Series in leather-look grains of white or tan.

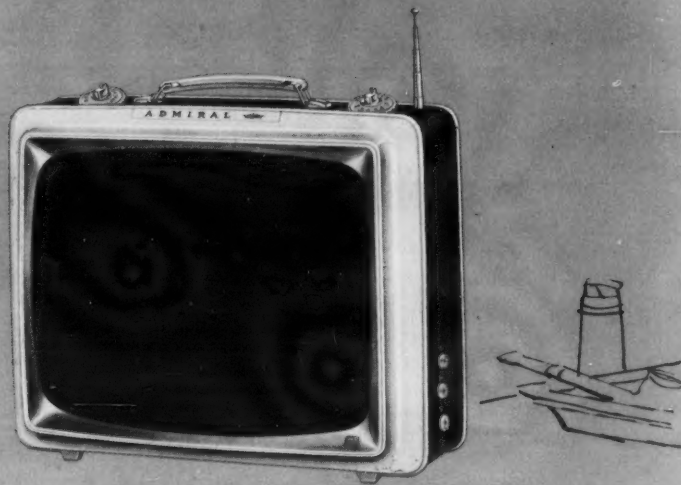


17 inch

19 inch

New Thin Man® 19 inch Portable TV

New picture size! New picture shape! New picture quality! Big, movie-square 19" TV in a cabinet as slim and compact as ordinary 17's! Styled like the finest luggage. Only 12¼ inches thin. Handy top tuning. Full-range FM sound. *The Custom*: PL19J130 Series in white with brown, green or yellow finishes. *The Executive*: PL19J140 Series in beautiful leather-look grains of charcoal, white or tan.



World's first movie-square 19" TV! Pioneered and developed by Admiral! Features new super-powerful quality chassis especially designed for maximum performance with this new tube size. More quality features! More to show...more to sell!

Symbols of achievement and quality in Wide-Angle TV

21 inch

23 inch

Another brilliant achievement of Admiral creative engineering. Only Admiral, first with 23" TV, assures trouble-free performance proved by millions of home viewing hours. Admiral 23's sell faster—stay sold! No service headaches!

New Admiral Quality Wide-Angle 23" TV

Twenty square inches more picture than 21" TV in a cabinet slimmer than ever before! Movie-square screen; no cut-off corners. Transformer powered horizontal chassis. New "Golden Signet" tuner. 38% greater black-and-white contrast. Optic filtered safety-glass is lifetime sealed to the picture tube—no dust-traps, less reflections and glare. Illustrated: *The Buckingham*, Model L24K152—classic Queen Ann lowboy in beautiful mahogany and maple veneers.



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